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THE NATIONAL NEWSPAPER OF MARKETING

Hearst Curbs TV Critics on Blasts at TV Personalities

NEW YORK, Feb. 19—William Randolph Hearst Jr. has warned Hearst tv critics that he isn't interested in "wasting the valuable space" of Hearst newspapers on "violent attacks" on tv personalities.

Mr. Hearst's warning came in a memo which went to all his editors and publishers. Mr. Hearst is president of Hearst Consolidated Publications as well as publisher of The *New York Journal-American*.

He asked that his instructions be passed along to drama, motion picture, tv and radio critics, but he left the impression that the message was primarily intended for tv-radio critics.

- The memo stated:

"Would you please instruct all our drama, motion picture, tv and radio critics to show professional perspective in their reviews and not to be biting or sarcastic or bitter toward personalities in their comments.

"It is quite enough to say that a given performance is not worthy of the performer or up to his previous standards or was not very good and was, in fact, even pretty bad.

"Drama and movie critics, of course, are allowed more leeway in their reviews than radio and tv critics as the former are advising people on the merits of a show for which our readers would have to pay out good money to see.

"It is, therefore, a readers service and a time and money saver if drama and movie critics get clear cut and definite in their evaluation of a performance.

- "It is a different matter with tv and radio. The shows come into our living rooms free; you can always turn to another one if you don't like a particular show.

"Another factor is that a tv show

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New
for people with uncommonly good taste
Duet
is margarine
and then some!
This blended special has a real fresh taste no mere margarine can match. Duet costs more to make, so it's not surprising that it tastes better than any other margarine ever did before.
Duet margarine

SWIFT'S DUET—*Swift & Co. is using newspapers in Seattle-Tacoma, Denver, Cleveland and Syracuse to promote its new margarine. Tv spots also are being used. Leo Burnett Co. is the agency.*

Ford Will Run 36-Page Ad in 'Reader's Digest'

DEARBORN, MICH., Feb. 20—The Ford division of Ford Motor Co. will run a special 36-page advertisement in the May issue of *Reader's Digest*. It is believed to be the largest ad ever placed by Ford in a single magazine.

The ad is based on the articles and information in the Ford division's booklet, "Buyer's Digest of New Car Facts for '59" (AA, Jan. 26). All of the pages in the ad are perforated for easy removal.

Ford will pay a net price of $780,000 for the 36 pages. Regular rates for pages in *Reader's Digest* are $34,250 for black and one color, and $38,750 for full color, with a 10% discount for 36 pages.

J. Walter Thompson Co. is the agency. Ford has announced that more than 1,500,000 families have sent for the "Buyer's Digest." #

33 Agencies in 'Over $25,000,000' Group Billed $2.7 Billion in 1958

Billings of Record 560 Agencies Reported in Advertising Age's Exclusive 15th Annual Tabulation; JWT's $302,500,000 Leads; Dentsu's $101,000,000 Tops Abroad

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NEW YORK, Feb. 19—In 1958, 33 titans of the advertising agency business billed $2.7 billion, up from the $2.6 billion billed by 32 agencies in this group in 1957.

The $100,000,000 gain was, by and large, achieved in two ways—through international billing or through merger.

For by and large, the headlong expansion of agency billing received a setback last year. Most agency billings increases—barring an international operation or a merger—were slight.

- It is a commentary that, generally speaking, advertising billings progressed better abroad than at home last year, including the Canadian agencies—which generally did better than their U. S. counterparts.

The giants of the advertising agency world continued to dominate the business, although in the super-agency group—the four agencies which each bill more than $200,000,000 a year annually—only J. Walter Thompson Co. recorded a gain in domestic billing.

J. Walter Thompson Co.—as AA reported was likely last year—hit a new billings milestone, an estimated $302,500,000, and thus became the first agency in the world to bill more than $300,000,000.

Alphabetical Index to Agencies on Page 2

Thus one agency bills more than $300,000,000; four bill more than $200,000,000; and nine bill more than $100,000,000—including Foote, Cone & Belding and Leo Burnett Co. for the first time. On the rim are Kenyon & Eckhardt and Lennen & Newell.

The median agency in this group was billing $60,000,000—a new high for the median, which last year was $55,000,000, and in 1956 was between $41,000,000 and $51,000,000.

A third of the agencies in this top group showed losses in 1958 billing, ranging from $500,000 to several million dollars. On the whole the billings of this group of giants stood up fairly well, but its proportion of agencies reporting lower billings was about the same as that of the smallest bracket AA reports, the agencies billing less than $1,000,000.

- Obviously, the great difference in the billings volume of 1958 was largely accounted for by the kind of accounts an agency had. Agencies with heavy interests in hard goods and automotive took a beating—every major agency based in Detroit, except Campbell-Ewald, reported lower billings. Agencies concentrating on packaged goods (e.g., Ted Bates & Co. and Sullivan, Stauffer, Colwell & Bayles) had a good year.

But more important perhaps is the fact that—among the 560 agencies included in this tabulation—agency billings held up as well as they did.

- Also interesting is the growth of the agency business abroad. This year for the first time ADVERTISING AGE presents a report on the billings of a number of agencies headquartered in foreign countries. A table covering these billings appears on Page 56, and stories detailing each agency's year begin on Page 54.

The only addition to the top bracket of advertising agencies is Ketchum, MacLeod & Grove, Pittsburgh, which moved up after having been on the rim of the group last year. Two agencies which will join the group—on the basis of merged billing alone, before probable addition of new accounts—are Gardner Advertising and Geyer, Morey, Madden & Bal-

(Continued on Page 54)

FTC Hits Magazines' Dealer Payoffs; Deplorable but Vital, Says Tippett

Top Magazine Publishers Named in Illegal Push Money Charge by FTC

WASHINGTON, Feb. 20—The Federal Trade Commission charged today that the nation's top magazine publishers and prime newsstands are enmeshed in an all-encompassing system of illegal push money payments.

Chief beneficiary of the system, according to the FTC, is American News Co. and its subsidiary, Union News Co., which allegedly collected approximately $700,000 in illegal promotion allowances in 1957 alone.

The publishers, whom the com-

(Continued on Page 193)

'Pay or You Don't Get on Stand': McCall Exec; Most Books 'Study Plaint'

NEW YORK, Feb. 20—Most of the magazine publishers included in the Federal Trade Commission's complaint against newsstand distribution practices indicated that they were still studying the FTC document or had referred it to their lawyers and hence had nothing to say.

But a few offered comments, notable among them J. Russell Tippett, circulation director of *McCall's*, who forthrightly replied:

"We deplore this suit, especially

(Continued on Page 193)

Last Minute News Flashes

Warner-Lambert, Abrams Reported Near Agreement

MORRIS PLAINS, N.J., Feb. 20—Warner-Lambert Pharmaceutical Co. reportedly has prepared an announcement that George Abrams is joining the company as assistant to President Alfred E. Driscoll. Mr. Abrams' resignation as advertising vp of Revlon Inc. and discussions with W-L, among others, were reported here exclusively last week. The company today said only that it will "resume discussions" with Mr. Abrams the week of March 2.

Cantaloupe Board Names Dancer-Fitzgerald-Sample

FRESNO, CAL., Feb. 20—The California Cantaloupe Advisory Board, a new advertiser, has named Dancer-Fitzgerald-Sample to handle its account, reportedly billing about $150,000 (AA, Feb. 9). Nine agencies bid for the account, but actual presentations were made only by D-F-S, McCann-Erickson, J. Walter Thompson Co., Long Advertising and Botsford, Constantine & Gardner.

Detroit Bank & Trust Drops Grant, Names Ross Roy

DETROIT, Feb. 20—Detroit Bank & Trust Co. has named Ross Roy Inc. to succeed Grant Advertising on its $350,000 account. The bank had invited presentations from Ross Roy, Grant and five other agencies.

(*Additional News Flashes on Page 193*)

Men's & Boys' Wear Group's Onetime $5,000,000 Sartorial Splendor Frays

Clothing Doesn't Get Promised Promotion as AIMBW Stays Upstairs

By Lawrence Bernard

NEW YORK, Feb. 19—Frayed cuffs, shiny pants and split seams were painfully evident at the American Institute of Men's & Boys' Wear last week when it decided to turn in the old suit—never fully paid for—for a new set of clothes.

Founded nearly four years ago in a virtual blaze of publicity and grandiose advertising plans, AIMBW has since endured an unending series of lowered goals, ambitions and hopes. Last week ADVERTISING AGE reported the switch of its advertising account from Batten, Barton, Durstine & Osborn—where it was originally going to spend $5,000,000 but never did—to North Advertising—where it will spend less than $100,000.

- This doesn't imply that the institute is losing a delaying action against extinction. Actually, it signifies a complete shift to a course long advocated by many institute members. Advertising will be entirely in business papers for a total of "slightly less than $100,000," according to Louis C. Pfeifle, president. And public relations expenditures, in tail-wagging-dog fashion, are expected to total between $300,000 and $400,000 this year, he added.

"I don't believe in consumer advertising for a philosophy. I believe in it if you have a product to

(Continued on Page 192)

C&W's 'Merchandising Know-How' Appealed to Man from 21 Brands

Losers Were Too Windy, Lacked Merchandising Skill, Didn't Know Line

NEW YORK, Feb. 17—"In the final analysis, the selection of an agency is basically a decision about people."

- "An advertiser, today, expects more than just good advertising from an agency."
- "The function of an advertising agency is to help a client sell more goods."

These are some of the opinions of Kermit Axel, vp and advertising and promotion manager of 21 Brands Inc., importer and distributor of wines and spirits, which last week appointed Cunningham & Walsh as its advertising agency (AA, Feb. 16). In an interview with ADVERTISING AGE, Mr. Axel explained how and why he chose Cunningham & Walsh.

Formerly, the account was handled by Calkins & Holden. When Fletcher D. Richards Inc. and C&H merged recently (AA, Jan. 12), it caused an account conflict, since Richards had a number of National Distillers Products Co. brands, including Vat 69 scotch. 21 Brands' largest single advertised item is Ballantine scotch, which accounts for nearly 70% of the company's advertising budget of $500,000.

■ As soon as the merger of Richards and C&H became known, Mr. Axel said, he was deluged with phone calls from agencies seeking the 21 Brands account. A total of 30 agencies solicited the account. Mr. Axel requested each agency that phoned to send a covering letter.

"We didn't set up any ground rules, or send any agency a questionnaire," Mr. Axel said. "We decided to let the agencies that solicited the account make their presentations in their own way without any suggestions from us. The only basic criterion we had was that the agency to be selected had to have billings in excess of $10,000,000." (Cunningham & Walsh in 1958 reported billings of $51,000,000.)

"From the original letters that

(*Continued on Page* 189)

Disagreements with CBS Not Reason for Sabbatical: Murrow

NEW YORK, Feb. 19—Television's best known newsman and commentator—and lately one of the severest critics—is taking a sabbatical from the medium—to travel, to read, to listen and to try to learn.

Edward R. Murrow this week asked for and received permission to take a year's leave from his long-term CBS contract, starting July 1.

Since the network's cancelation of the much praised "See It Now" series, there have been repeated reports of strained relations between Mr. Murrow and CBS executives. These rumors were intensified after the commentator turned up in a minor role on election night last fall and after he made a scathing speech in Chicago, warning, "Surely we shall pay for using this most powerful instrument of communication to insulate the citizenry from the demanding realities which must be faced if we are to survive."

■ More recently, Mr. Murrow made the headlines after CBS Radio's sensational program on the use of sex in business.

This season Mr. Murrow's assignments have included a nightly commentary on radio and the weekly "Person to Person" and "Small World" shows on tv. This season he did only one documentary—this one a report on the in-

(*Continued on Page* 196)

We Fail to Communicate Worth of Ad Business, Say Manchee, Stebbins

For other news of Advertising Week events see Pages 8, 178, 180

BBDO Veteran Asks 0.1% of U.S. Ad Volume for $11,000,000 Campaign

MINNEAPOLIS, Feb. 17—A national ad campaign in which the advertising industry would sell itself was suggested here last week by Fred Manchee, former exec vp and treasurer of Batten, Barton, Durstine & Osborn. Mr. Manchee made the same suggestion in an interview with ADVERTISING AGE (AA, Feb. 2).

In a talk before the Minneapolis Club Feb. 12, Mr. Manchee called for an educational campaign through the Advertising Federation of America aimed at the general public, educators, government and American youth.

He suggested that one-tenth of 1% of the nation's $11 billion annual ad expenditure be appropriated for the campaign. This would provide the industry with an $11,000,000 ad budget, he said.

"Our educational campaign is a big job," he said. "We have a multiple market to cover. We have the general public to inform. The same goes for educators, people in government and the youth of America, upon whom we must depend for future consumers and from whom we must attract work-

(*Continued on Page* 196)

L. A. Agency Head Is Honored for Contribution to Advertising in West

LOS ANGELES, Feb. 17—"We who are knee-deep in the business of communication have done a very bad job of communicating the story of that business, not only to the public but to the very clients who keep us in business," Hal Stebbins, of Hal Stebbins Inc., Los Angeles, told members of the Western States Advertising Agencies Assn. last week.

Hal Stebbins

His remarks were made as he received the association's third annual award "for outstanding contribution to advertising in the West."

Mr. Stebbins said there are many executives, even in the stratosphere of big budgets, who do not understand how advertising functions; why it must be harnessed to selling; why it must be synchronized with marketing; why it must be constantly sold, not only to their trade, but to their

(*Continued on Page* 196)

Only 2 things in the whole world taste exactly like peanuts!
SKIPPY
PEANUT BUTTER
...if you like peanuts—you'll like SKIPPY!

MAGAZINE DEBUT—*This color page in the March issue of Reader's Digest will mark the first time Skippy peanut butter has been advertised in a consumer magazine.*

Skippy, Veteran TV User, to Bow in Magazines

NEW YORK, Feb. 17—Skippy peanut butter, a tv perennial, will be advertised in a consumer magazine for the first time this spring. A campaign of four-color pages will run in the *Reader's Digest*, starting with the March issue.

This magazine budget is in addition to the product's regular budget, which has been and will continue to be allotted to tv—in fact, this is the ninth continuous year that Skippy has been a sponsor of "You Asked for It" (ABC-TV). It is a product of Best Foods division of Corn Products Co.

The magazine ads will show a jar of Skippy and a handful of peanuts. The headline reads: "Only two things in the whole world taste exactly like peanuts."

■ The copy explains: "Skippy is the one peanut butter made especially for grownups. (Bright, gifted children also appreciate Skippy's unique advantages.) Skippy doesn't taste like peanut butter. It tastes like peanuts. Fresh-roasted peanuts. Exactly. Made by an exclusive, patented process, Skippy stays fresh, sweet and easy to digest. Whether or not you ordinarily like peanut butter . . . if you like peanuts—you'll like Skippy."

Guild, Bascom & Bonfigli, New York, is the agency. #

Sara Lee Unveils Backlit Spectacular

CHICAGO, Feb. 16—Kitchens of Sara Lee unveiled a new three-dimensional outdoor spectacular on north Michigan Ave. here last week. The company said cost of the sign, including first year of operation, will be about $50,000.

General Outdoor Advertising Co. said the 13½x48' board contains several firsts, including interchangeable 8x16' glass panels which are lighted from the rear. The panels, which are stored inside the sign, show six Sara Lee bakery products.

Replicas of the packages also can be changed. They too are lighted from behind. The letters of the Sara Lee name are neon lighted from the inside. The entire sign is rimmed with neon lighting.

Sara Lee said the panels showing various products would be changed about every other month. The company has a 3-year lease on the site—which it considers one of the finest in the U.S.—with various options to continue beyond that time.

■ The sign was designed by General Outdoor Advertising Co. and Cunningham & Walsh, the Sara Lee agency. #

Secretaries Say Admen Are Smart, Able—but Not Sexy

NEW YORK, Feb. 17—Most agency men are above average in intelligence, ability and politeness, and they're well-suited to their jobs.

In sex appeal and in consideration, however, they're only average.

Who says so? Their secretaries, no less.

These evaluations came to light in a "quiz game for secretaries" recently distributed in two large New York agencies. The quiz, called "How do you rate the guy you work for?" is the handiwork of two agency vps, who thought it up over lunch one day—and who are insisting on the security of anonymity in the matter.

Their inspiration was an overheard conversation between two secretaries discussing their bosses. This eavesdropping proved so edifying, the vps decided to do a little research on the subject.

■ Mimeographed copies of the quiz were passed out to the secretaries in the two agencies with the assurance, "No signature is necessary. We want *honest* answers."

When the results were tabulated, they showed that the majority of the secretaries thought highly of their bosses. The admen ranked highest in intelligence; 55% were rated above average, 45% average. None ranked below average.

The admen scored high in ability also: 58% were graded above average, 36% average, 6% below average. The secretaries gave their bosses good marks in politeness, too: 57% were adjudged above average, 39% average and 3% below average.

In the matter of consideration, however, only 48% were rated above average, 30% average and 21% below average.

■ Contrary to what some novelists would have readers believe, the admen ranked lowest in sex appeal. 33% were judged above average, 39% average, 27% below average.

To the question, "Would you put him in his present job if you were hiring?", 66% of the secretaries responded with a resounding yes; 21% said maybe. And 12% said no.

Most of the secretaries bypassed the space allotted to "comments." Those who did elaborate, however, did so with words of praise. "I think he should be president," one secretary loyally allowed.

Two secretaries noted they thought their bosses were "capable of a higher position," and one went on record with: "There isn't a job he couldn't do better than anyone else." #

Finley to 'Good Housekeeping'

Joseph S. Finley, formerly with Hearst Advertising Service, has joined the sales staff of *Good Housekeeping*, New York.

Beirn Succeeds Abrams as Top Revlon Adman

'When Good Man Joins Good Client, We Both Gain,' Says LaRoche

NEW YORK, Feb. 18—F. Kenneth Beirn, president of three advertising agencies in the last three years, has resigned from C. J. LaRoche & Co. to join an agency client, Revlon Inc., as vp in charge of advertising.

F. K. Beirn

He succeeds George Abrams, whose resignation was reported exclusively in these columns last week. At LaRoche, Mr. Beirn's responsibilities included supervision and planning for 14 Revlon products,

(*Continued on Page* 196)

Internal Revamp Led to Split in Jantzen Account

Addition of Hockaday Lets Advertiser Push Women's Line Separately

NEW YORK, Feb. 18—Splitting of the account of Jantzen Inc., Portland, Ore., between two agencies (Hockaday Associates, New York, gets the women's sportswear division and Botsford, Constantine & Gardner, Portland, keeps the remainder) is one more step in the internal specialization that has been going on for the past several years at Jantzen, Bruce Sturm, ad director, said at a press conference here today.

ADVERTISING AGE erred in reporting that Jantzen was moving both its men's and women's sportswear division advertising from Botsford to Hockaday (AA, Feb. 16). Hockaday will handle an expanded campaign for the women's division; the remainder of the business remains at Botsford, Jantzen's agency for 40 years.

■ The first Hockaday ads for Jantzen will promote the "cruise" 1959 and spring 1960 lines.

The company in recent years has increasingly separated the sale, design, advertising and promotion of its men's and women's divisions, Mr. Sturm said, and Jantzen began screening agencies for its women's division six months ago.

Finalists with Hockaday were McCann-Erickson and Batten, Barton, Durstine & Osborn. #

Sara Lee
ALL BUTTER
CINNAMON NUT
COFFEE CAKE
Sara Lee

NEW SPECTACULAR—*Kitchens of Sara Lee, Chicago, unveiled this 13½x48' sign on Chicago's near north side last week. Backlighting through glass gives a three-dimensional effect to the coffee cake and to the package.*

'Digest' Omitted AMA's Qualifier, Richards Charges

Cancer Disclaimer Came Too Late, Dashiell Tells Tobacco Institute Exec

NEW YORK, Feb. 18—*Reader's Digest* returns to the field of lung cancer with an article in its March issue on "The growing horror of lung cancer," by J. D. Ratcliff.

The article, condensed from the American Medical Assn. publication, *Today's Health,* quotes Dr. Alton Ochsner, of New Orleans, a chest surgeon, as saying, "I am convinced that every heavy smoker will develop lung cancer unless heart disease or some other sickness claims him earlier."

The article will be promoted through the *Digest's* regular small one-column ads in 400 daily newspapers. Thirty insertions are planned in major mrkets within ten days after the issue appears on newsstands.

J. Walter Thompson Co. is the agency.

▪ James P. Richards, president of the Tobacco Institute, charges the *Digest* article "is another one-sided attack on tobacco," and asks why the *Digest* omits "from its article the statement that accompanies the original article in *Today's Health*."

That statement is as follows:

"The house of delegates of the American Medical Assn. has taken no definitive action on the possible connection between cancer and smoking. There is still considerable difference among medical authorities on this controversial subject."

▪ In reply, Alfred S. Dashiell, managing editor of the *Digest,*

(*Continued on Page* 189)

'Tide' Ebbs as 'PI' Acquires 38-Year-Old Book

NEW YORK, Feb. 18—*Tide,* started in 1921 as a promotion piece for Time Inc., was sold yesterday to *Printers' Ink* for an unannounced sum, reportedly about $75,000.

The monthly—which has been in a number of hands in its 38-year career—was sold by Bill Bros. Publishing Corp., which also puts out *Sales Management.* Bill Bros. purchased *Tide* in the spring of 1956 from Billboard Publishing Co. Published first as a monthly, then as a fortnightly, *Tide* was originally sold by Time Inc. to Raymond Rubicam, former president of Young & Rubicam, for $10,000.

In 1948, Mr. Rubicam sold a majority stock interest in *Tide* to a group of the magazine's executives. In 1951 *Tide* was bought by Magazines of Industry. Billboard purchased the book in 1953.

Tide's paid circulation, as of June 30, 1958, was 12,825. Previous ABC periods put its circulation at 12,884 (Dec. 31, 1957), 12,642 (June 30, 1957) and 11,522 on Dec. 31, 1956.

▪ *Tide* sold 363 pages of advertising in 1958, as compared with 415 pages in 1957, 460 pages in 1956 and 635 pages in 1955.

All these figures were fractions of the impact *Tide* made in the early postwar era. In 1940 the

(*Continued on Page* 189)

Rise of Industrial Publishing Corp. Shown in TV Series

CLEVELAND, Feb. 19—Industrial Publishing Corp. is one of the new heros on "Operation Success," the nationally syndicated tv series which Quentin Reynolds produces for Freedoms Foundation Inc.

The filmed 15-minute show, narrated by Mr. Reynolds, dramatizes Industrial Publishing's rise in the trade publication field and tells the importance of industrial advertising to the nation's well being.

Officers of Industrial Publishing and a Cleveland agency president are interviewed on the show, which made its debut Feb. 16 on WATR-TV, Waterbury, Conn. The films will be shown by 50 some stations during the next 12 months.

▪ "Operation Success," now in its fourth year of national telecasting, chronicles business successes based

(*Continued on Page* 189)

Avis to Boost Rent-a-Car Ads Above $3,500,000

BOSTON, Feb. 17—Avis Rent-a-Car System, which came to McCann-Erickson a year ago as a $1,500,000 account, will spend between $3,500,000 and $4,000,000 on national and local advertising during 1959.

In announcing this record budget, Winston V. Morrow Jr., exec vp, noted that Avis has increased its advertising by more than 20 times since 1953, when its national advertising started.

The first phase of the 1959 campaign will place heavy emphasis on the Avis corporate travel plan, which provides business customers with central billing.

During February, March and April Avis will run pages in the following publications: *Business Week, New York Journal of Commerce, Newsweek, The Saturday Evening Post, Sports Illustrated, Time, U.S. News & World Report* and *Wall Street Journal.*

▪ In addition, Avis will use *Nation's Business* in February and March, *Dun's Review & Modern Industry* in February and April, *Forbes* and *Fortune* in March and April and *The New Yorker* in March.

Also on the schedule are "hundreds of local newspapers" and "appropriate trade journals." #

TEXTURED—*Madison Throwing Co., New York, is using tapestries as art work to promote its Madara yarns. This color page runs in the March Glamour, another page in the March 1 Vogue. Gibbons-O'Neill, New York, is the agency.*

You're not just "one of the crowd" when you have the policy with the P.S.

Get the best . . . the policy with the P.S. "Personal Service"

ÆTNA CASUALTY

EYE-CATCHER—*"Crowd" shots in a new Aetna Casualty & Surety Co. campaign dramatize an "individuality" theme. This first ad—a two-color page—kicks off in the March 7 Saturday Evening Post. Wm. B. Remington Inc., Springfield, Mass., is the agency.*

New WGN Pact Cuts Music Staff in Half; Will Save $300,000

CHICAGO, Feb. 17—WGN, a non-network radio and tv station, will save about $300,000 this year on salaries paid to musicians because of a new contract negotiated with the American Federation of Musicians by Ward Quaal, vp and general manager.

The new four-year pact requires WGN to carry a staff of 18 musicians and one director, as compared with the previous "quota" of 35 musicians and two directors. The new wage scale for musicians is a flat $142 weekly as compared with the old scale of $247 for commercial and $197 for sustaining programs.

These provisions do not affect record turners, arrangers and librarians. A section of the new contract lowers the salary of record turners from $148 to $142 weekly, with 5% pay boosts due in the third and fourth years of the contract.

WGN has already reduced its music staff to the minimum.

▪ The "quota" system, which requires radio and tv stations to carry a certain number of musicians and to pay them whether they work or not, also was handed a setback in new five-year contracts negotiated by the three networks—ABC, CBS and NBC—but the end results were not as drastic as the WGN case.

Under the old pact, network stations here were compelled to carry a staff of 45 musicians, which did not include record turners. The new agreement allows the networks to reduce this number to 40 this year, and to drop five musicians each year until a minimum of 25 musicians is reached in 1962.

Weekly salary scales of musicians of $247 for commercial shows and $197 for sustaining shows will stay the same until 1961 when a 10% pay boost will be enacted. The networks also will contribute 5% of base salaries to a pension fund.

Musicians now will be required to work six hours of any eight-hour stint in contrast to the old arrangement of having to work no more than four hours in any eight-hour period. The salaries and working hours of record turners will stay the same except that they will share in the pension plans. #

WCOP Boosts Steadman

Chester C. Steadman Jr., an account executive of WCOP, Boston, for the past three years, has been appointed sales manager of the radio station.

Even (Why Not?) a Diplomat . . .

Mrs. FDR Only Newest 'Anti-Tuneout' Ad Star

Show People Galore Are Used in Commercials to Keep Viewers' Attention

By Maurine Christopher

NEW YORK, Feb. 19—"Mrs. Roosevelt—*the* Mrs. Roosevelt—appearing in a radio and television commercial? This is something I never expected to see."

Eleanor Roosevelt

There must have been a lot of startled housewives who reacted in this fashion this week, when Mrs. Franklin D. Roosevelt turned up on CBS-TV, NBC-TV and CBS Radio, talking about Good Luck margarine. In the commercials she also expressed the hope that "America could lead the way in helping to feed the starving people of the world."

The *New York Times* termed the sight of Mrs. Roosevelt "raising her eyes to the camera and linking her concern for the world's needy with the sale of a food product at a retail counter disquieting in the extreme." *Times* tv critic Jack Gould said Mrs. Roosevelt, like any other individual, was "entitled to a lapse in judgment," but he chided Lever Bros. and Ogilvy,

(*Continued on Page* 192)

Quaker Realigns Merchandising, Ad, Sales Units

CHICAGO, Feb. 18—Quaker Oats Co., in a realignment of advertising, merchandising and sales activities aimed at sharpening grocery store marketing, has appointed William G. Mason marketing vp and Victor Elting ad and merchandising vp, both new posts.

At the same time, Robert D. Stuart Jr. becomes grocery products vp. Mr. Mason has been cereal sales vp since 1951; Mr. Elting formerly was advertising vp and Mr. Stuart was pet foods division vp.

William G. Mason

Victor Elting

In other appointments, J. L. Spangenberg, formerly research director, was named commercial research director; Morris F. Lynch moves from eastern division sales manager at Elizabeth, N. J., to general sales manager of the grocery products division, and J. A. Donaldson, previously cereal sales manager, becomes director of sales development, a new post.

In the realignment, Quaker Oats has altered its advertising, merchandising and sales activities to a system in which product managers, formerly in the sales department and ad department, now work together in the advertising and merchandising department under four new group merchandising managers. The new group managers are R. Parker Long, pet foods; R. R. Fenner, corn goods and Flako baking mixes; Harvey M. Andersen, Aunt Jemima mixes, and K. F. Browning, cereals. Mr. Browning comes to Quaker Oats from Tracy-Locke Co.

▪ Peter B. Warner, formerly manager of grocery products advertising, is the new ad director. Responsible to Mr. Warner are A. A. Dennerlein, manager of feed advertising and merchandising; Lois Ross, home economics director; Robert E. Weed, manager of advertising services, and T. M. Jarvis, manager of promotional services. Mr. Jarvis joins Quaker Oats after eight years with Procter & Gamble.

Robert S. Macdonald continues with responsibilities for institutional advertising, and in addition will handle industrial product campaigns as manager of institutional and industrial advertising.

James E. Mason continues as sales promotion manager, moving from sales to the advertising and merchandising department. #

Cleveland Cracks Down on 'Lottery' Ads, Promotions

CLEVELAND, Feb. 17—Two heavily advertised contests were discontinued here after public attorneys opened a campaign against "merchandising through gambling schemes."

The officials are studying 10 more commercial contests, including the widespread newspaper crosswords, to determine if they are lotteries operating in violation of Ohio law.

One of the discontinued contests, sponsored by Coca-Cola, has a counterpart running in this same state—in Cincinnati.

But the Cleveland Coca-Cola Bottling Co. withdrew its "Cross the T" promotion when Ralph S. Locher, city law director, declared it was illegal and announced he would seek a court order to restrain it.

In the wake of Mr. Locher's ruling, Kroger Co. suspended its weekly drawing for automobiles and other prizes at Kroger stores in Cleveland and Cuyahoga County.

▪ "These selling gimmicks are springing up everywhere," Mr. Locher said. "They reflect a something-for-nothing philosophy that

(*Continued on Page* 189)

HOWARD HELLER, *former media director of McCann-Erickson, Chicago, will join the television programming department of J. Walter Thompson Co., Chicago, Feb. 23.*

Alphabetical Index for Agency Billings Section

PAGE	AGENCY	BILLING
148	Joseph P. Abraham & Associates	$500,000
148	Acme Advertising Agency	105,698
96	Burke Dowling Adams Inc.	13,000,000
148	Ad-Art Associates	44,376
148	Ad Fried & Associates	220,000
132	William Hart Adler Inc.	1,983,700
148	Admakers	330,321
148	Ad-ventures Inc.	108,450
148	Advertising Associates	554,249
148	Agricultural Information Service	74,385
120	Aitkin-Kynett Co.	7,250,000
134	R. H. Alber Co.	1,015,668
148	Allan Associates	185,000
148	Allied Business Consultants	128,607
148	S. L. Althouse	88,134
148	Anderson Advertising Agency	120,005
120	Anderson & Cairns	6,869,600
148	Arbogust Co.	349,732
121	Arndt, Preston, Chapin, Lamb & Keen	8,000,000
134	Arnold & Co.	1,348,000
134	Associated Advertising	1,345,000
148	Associated Advertising Counselors	170,310
121	Aubrey, Finlay, Marley & Hodgson	8,500,000
54	N. W. Ayer & Son	102,000,000
134	Aylin Advertising Agency	1,330,800
134	Baer, Kemble & Spicer	1,101,700
121	Baker Advertising Agency	6,500,000
134	Frederick E. Baker & Associates	2,315,046
134	Herbert Baker Advertising	1,300,000
134	Barnes Chase Co.	2,509,000
96	G. M. Basfurd Co.	13,900,000
54	Ted Bates & Co.	106,700,000
54	Batten, Barton, Durstine & Osborn	208,700,000
134	Batz-Hodgson-Neuwoehner	1,816,746
148	Fred R. Becker Advertising Agency	349,668
148	Max W. Becker Advertising	819,969
148	Louis Benito Advertising	764,122
62	Benton & Bowles	103,000,000
96	Doyle Dane Bernbach	22,000,000
97	Gorden Best Co.	10,000,000
121	Biddle Advertising Co.	8,004,083
134	Bishopric-Green-Fielden	2,650,000
148	Black & Musen	414,500
148	Bonfield Associates	462,422
134	Bonsib Inc.	1,055,739
121	Botsford, Constantine & Gardner	6,415,200
134	Chas. Bowes Advertising	1,344,868
97	Bozell & Jacobs	17,500,000
148	Braco Associates	102,000
134	Bradley, Venning, Hilton & Atherton	1,500,000
134	Breithaupt, Milsom Ltd.	4,000,000
150	R. C. Breth Inc.	287,269
134	Harry P. Bridge Co.	1,121,056
150	Bridges-Sharp & Associates	454,328
122	Brooke, Smith, French & Dorrance	*7,000,000
134	S. M. Brooks Advertising	1,488,811
64	D. P. Brother & Co.	28,000,000
122	Brown & Butcher	5,300,000
150	Earle Palmer Brown & Associates	295,790
150	M. B. Brucker Co.	137,700
97	Buchen Co.	10,000,000
134	Burdick & Becker	2,933,847
64	Leo Burnett Co.	101,571,000
150	Buss, Bear & Associates	530,000
150	Kenneth B. Butler & Associates	622,947
150	Buxton Advertising Agency	575,008
134	Byer & Bowman Advertising Agency	3,025,802
150	Byrun Advertising Agency	107,845
150	Joseph F. Callo Inc.	833,500
98	Calkins & Holden	10,500,000
136	J. M. Camp & Co.	2,000,000
64	Campbell-Ewald Co.	80,000,000
64	Campbell-Mithun	38,287,203
150	Campbell-Sanford Advertising Co.	120,000
150	Solis S. Cantor Advertising	462,480
122	Caples Co.	7,500,000
150	Carpenter Advertising Co.	500,000
150	Lincoln J. Carter Advertising	445,398
136	Cayten Inc.	3,747,000
122	James Thomas Chirurg Co.	*5,250,000
151	J. W. Christopher Advertising	232,500
136	Clarke, Dunagan & Huffbines	1,001,000
136	Sidney Clayton & Associates	1,332,519
68	Cockfield, Brown & Co.	26,071,000
122	Cohen & Aleshire	*8,250,000
136	Cole, Fischer & Rogow	4,050,000
122	Cole & Weber	5,524,958
151	Coleman Todd & Associates	942,000
151	Columbia Advertising	455,907
136	Commerce Advertising Agency	1,020,000
68	Compton Advertising	75,200,000
151	Allan Copeland & Garnitz	500,000
151	Craig & Reid	560,000
124	Cramer-Krasselt Co.	9,538,751
151	Crisp & Harrison	393,044
151	Cruttenden Adv.	872,400
151	Earl R. Culp Co.	130,129
68	Cunningham & Walsh	51,000,000
151	Curtis, Sarver & Witzerman	795,996
72	Dancer-Fitzgerald-Sample	81,000,000
124	Daniel & Charles	5,951,000
72	D'Arcy Advertising Co.	56,000,000
151	R. I. David & Co.	513,783
151	Davidor Advertising Agency	60,000
151	Davies & McKinney	351,444
136	Davis, Parsons & Strohmeier	1,082,087
151	Leonard Davis Advertising Inc.	163,000
136	De Garmo Inc.	1,008,453
136	Dillon-Cousins & Assoc.	1,600,000
152	Dobbins, Woodward & Co.	834,185
98	Doherty, Clifford, Steers & Shenfield	23,200,000
73	Donahue & Coe	29,600,000
98	W. B. Doner & Co.	18,600,000
98	Doremus & Co.	15,000,000
152	Douglas Advertising Agency	202,836
152	John L. Douglas & Associates	648,000
102	Dowd, Redfield & Johnstone	12,000,000
152	Duncan-Brooks	989,280
152	Edelstein-Nelson Advertising Agency	500,000
102	Ellington & Co.	14,000,000
73	Erwin Wasey, Ruthrauff & Ryan	74,664,000
152	Geo. Eschbaugh Advertising	216,638
76	William Esty Co.	60,000,000
136	Fairfax Inc.	3,846,000
152	Rex Farrall Inc.	59,606
136	Vance Fawcett Associates	1,016,000
152	Feeley Advertising	850,000
152	Paul A. Fergus Co.	256,804
124	Lawrence Fertig & Co.	8,100,000
136	Fessel-Siegfriedt Advertising	1,019,173
152	Firestone-Goodman Advertising	454,522
136	Fischbein Advertising	1,070,000
136	M. M. Fisher Associates	1,021,000
102	Fitzgerald Advertising Agency	12,000,000
152	Flamm Advertising	50,000
152	Flecher, Wessel & Enright	423,157
152	Harold E. Flint & Associates	575,053
152	Food Research & Advertising	194,052
76	Foote, Cone & Belding	100,000,000
152	Forbes Advertising Agency	101,350
124	Foster Advertising	7,400,000
152	Ken Fox Co.	101,223
154	Frances, Morris & Evans	789,043
102	Albert Frank-Guenther Law	16,121,981
124	Clinton E. Frank Inc.	7,000,000
154	Franklin Advertising	521,893
154	Franklin Associates	683,955
137	E. M. Freystadt Associates	1,255,124
154	Friend, Krieger & Johnston	551,700
137	Friend, Reiss Advertising	4,197,766
102	L. W. Frohlich & Co.	*15,000,000
137	Harry M. Frost Co.	2,008,977
154	Charles F. Fry Advertising Associates	401,227
80	Fuller & Smith & Ross	44,100,000
124	Fulton, Morrissey Co.	5,417,393
154	Fyten-Huffman	325,000
154	Gadsby Advertising	200,000
137	Gamut Inc.	1,194,399
154	Gardiner Advertising	222,838
104	Gardner Advertising Co.	23,100,000
137	Garfield-Linn & Co.	2,457,000
137	Gaynor & Ducas	3,728,654
137	W. B. Geissinger & Co.	1,258,000
154	General Advertising Agency	650,000
154	Gent Advertising	883,350
154	Geren Advertising	153,371
137	Getschal Co.	2,420,000
154	Getz & Sandburg	675,393
104	Geyer Advertising	*21,100,000
154	Gibney & Barreca	760,000
137	Gillham Adv.	2,200,000
154	Gislason-Reynold	427,000
137	Givens-Davies Advertising Agency	1,102,300
138	Godwin Advertising Agency	2,561,179
154	Roy C. Goettsche Advertising	118,344
154	Nate Goldberg Advertising Agency	115,050
154	Goodis, Goldberg, Dair	585,600
154	Gorchov Advertising	433,908
138	Gore Smith Greenland Inc.	2,430,219
124	Gotham-Vladimir Advertising	5,000,000
154	Gottschaldt & Associates	795,378
80	Grant Advertising	96,500,000
154	Ted Gravenson Inc.	513,450
104	Gray & Rogers	12,750,000
128	Monroe Greenthal Co.	5,250,000
81	Grey Advertising Agency	42,800,000
154	Griffith & Rowland	151,745
154	Grimm & Craigle	634,382
104	Griswold-Eshleman Co.	10,050,000
137	Chas. Anthony Gross Advertising Agency	2,337,570
138	Grubb & Peterson Advertising	1,845,739
156	Art Gruber Associates	450,000
106	Guild, Bascom & Bonfigli	10,227,515
106	Lawrence C. Gumbinner Advertising	17,800,000
156	Bob Hairston & Associates	125,000
156	Hall & Thompson	511,745
156	John T. Hall & Co.	451,000
156	Harper Co.	118,502
138	Harris & Co. Advertising	2,700,000
138	Hart-Conway Co.	2,212,535
124	L. H. Hartman Co.	7,050,000
156	M. W. Hartung & Associates	141,633
156	Headen, Harrell & Wentsel	850,000
156	Hemsing Advertising	86,260
156	Scott Henderson Advertising	131,298
106	Henri, Hurst & McDonald	12,000,000
156	Heritage Advertising Agency	358,333
138	J. M. Hickerson Inc.	1,559,116
156	John B. Hickox Inc.	500,000
126	Hicks & Greist	7,950,000
126	Hixson & Jorgensen	9,022,442
156	Ralph W. Hobbs Associates	400,000
138	Hoefer, Dieterich & Brown	1,233,000
156	E. T. Holmgren Inc.	538,200
106	Honig-Cooper, Harrington & Miner	13,700,000
152	Hood, Light & Geise	322,368
108	Bryan Houston Inc.	18,146,694
158	Lloyd S. Howard Associates	754,800
138	Malcolm Howard	2,000,000
126	Charles W. Hoyt Co.	9,401,000
138	Huat Advertising Agency	1,673,468
138	Hutchins Advertising Co.	3,270,047
158	International Advertising Co.	250,000
158	Iversen-Ford Associates	304,715
126	Jackson Associates	6,888,408
138	Jackson, Haerr, Peterson & Hall	2,407,500
158	Max H. Jacobs Agency	519,807
138	Jefferson Advertising Agency	1,050,586
158	Don Jenne Advertising Agency	132,500
139	Jennings & Thompson Advertising	1,225,000
139	Johnson & Lewis Advertising	3,758,527
139	Jones, Brakeley & Rockwell	1,855,461
158	Jonethis/Larson Advertising	83,500
139	Jordan, Sieber & Corbett	3,828,000
108	Kastor, Hilton, Chesley, Clifford & Atherton	10,950,000
126	Joseph Katz Co.	8,150,000
158	Gerald Keller Co.	107,500
158	J. H. Kennedy Advertising	175,663
81	Kenyon & Eckhardt	90,000,000
139	Kerker, Peterson, Hixon, Hayes	2,410,370
158	C. F. Kern Advertising Agency	72,778
84	Ketchum, MacLeod & Grove	27,000,000
108	Keyes, Madden & Jones	18,371,090
158	Keystone Advertising	222,595
139	Kircher, Helton & Collett	4,342,000
158	W. S. Kirkland Advertising	389,000
110	Klau-Van Pietersom-Dunlap	10,013,685
139	Kniep Associates	1,402,401
110	Knox Reeves Adv.	10,915,272
158	Albert A. Kohler Co.	279,838
158	Russell Kolburne Inc.	253,650
158	S. J. Kossock & Associates	362,109
84	Kudner Agency	40,000,000
158	Phyllis Lacey Advertising	583,400
139	Lago & Whitehead	1,095,073
158	Ted Lamb & Assoc.	700,000
110	Lambert & Feasley	12,970,900
139	Lando Advertising Agency	2,751,717
158	Raymond I. Lang Advertising	218,210
126	Lang, Fisher & Stashower	*5,000,000
110	C. J. La Roche & Co.	15,000,000
160	Laurel Advertising	711,102
139	Lavidge & Davis	1,500,000
139	Carl Lawson Advertising Co.	1,206,038
160	Clint Leap Inc.	250,108
139	Leber & Katz	1,660,000
112	Al Paul Lefton Co.	17,200,000
160	Lenhart & Co.	212,736
86	Lennen & Newell	83,000,000
160	Levinger Advertising Agency	144,040
160	Ted Levy, Richard Lane & Co.	307,781
126	Lewis & Gilman	*5,000,000
139	Carr Liggett Advertising	2,158,477
139	Lilienfeld & Co.	2,066,964
160	Lindeman Advertising	457,247
160	Litman-Stevens	498,786
139	Paul Locke Advertising	1,479,124
160	Lookout Advertising	322,867
112	James Lovick & Co.	13,000,000
140	Luckoff & Wayburn	2,955,093
126	Earle Ludgin & Co.	*6,500,000
160	Bert Lundmark Advertising	236,250
140	MacDonald-Cook Co.	1,437,184
128	MacFarland, Aveyard & Co.	*8,500,000
86	MacLaren Advertising Co.	27,400,000
160	MacLaughlin Advertising Agency	86,512
88	MacManus, John & Adams	35,704,787
160	Madison Advertising	110,310
160	Maercklein Advertising Agency	342,000
160	Magna Advertising	138,000
160	Mahool Advertising	433,500
160	Malcolm Advertising Agency	170,000
140	Geo. L. Mallis Inc.	1,270,000
140	Richard K. Manoff Inc.	3,000,000
140	Marcus Advertising	1,266,259
112	Marsteller, Rickard, Gebhardt & Reed	*10,900,000
160	Nicholas Masso Advertising	40,020
160	Arnie Matanky	104,950
112	J. M. Mathes Inc.	17,450,000
160	Jack Mathis Advertising	225,000
88	Maxon Inc.	26,600,000
160	Early Maxwell Associates	202,000
160	Chas. H. Mayne Co.	272,338
112	William Douglas McAdams Inc.	*14,500,000
160	McCaffrey Advertising Agency	402,263
88	McCann-Erickson	265,000,000
128	McCarty Co.	*8,000,000
128	McConnell, Eastman & Co.	*9,200,000
140	W. A. McCracken Ltd.	1,300,000
160	R. J. McFarlin & Co.	100,000
114	McKim Advertising	*13,275,000
140	Harris D. McKinney Inc.	1,640,500
160	McNeill & McCleery	872,000
162	John Meek & Staff	225,000
162	Ellison L. Meier Advertising	242,000
114	Meldrum & Fewsmith Inc.	10,486,000
140	Geo. T. Metcalf Co.	1,238,396
128	Arthur Meyerhoff & Co.	8,406,940
140	Miller Advertising Agency	5,000,000
114	Emil Mogul Co.	11,105,000
162	Mohawk Advertising Co.	73,198
140	Howard H. Monk & Associates	4,993,213
162	R. B. Moreland & Co.	211,054
162	Morrison Advertising	603,000
140	Chas. A. Mottl Inc.	1,117,000
142	Mullen & Associates	1,000,000
162	Mullican Co.	978,374
128	John F. Murray Co.	*5,000,000
142	S. Gunnar Myrbeck & Co.	1,015,838
162	Howard W. Nareau Advertising	37,672
162	Nattall & Maloney	816,171
162	Neale Advertising	756,127
162	Neds & Wardlow Advertising	205,472
142	Needham & Grohmann	3,530,000
90	Needham, Louis & Brorby	38,140,792
162	Carl Nelson & Associates	857,000
162	Nemorow Advertising Agency	645,411
162	Emmet J. Newman Advertising	332,899
142	Newmark's Advertising Agency	1,056,000
162	Michael Newmark Agency	800,000
90	Norman, Craig & Kummel	30,100,000
114	North Advertising Inc.	15,000,000
162	Nyburg Advertising	224,882
114	Ogilvy, Benson & Mather	18,536,000
142	Olian & Bronner	2,700,000
142	O'Neil, Larson & McMahon	1,686,983
162	Oster Advertising Agency	100,000
128	Robert Otto & Co.	5,900,000
162	Pace, Root & South	175,005
162	Charles Palm & Co.	407,488
142	Palm & Patterson	3,820,650
104	Paris & Peart	10,200,000
162	Park Advertising	74,275
162	Park Lane Advertising Associates	250,000
116	Parkson Advertising	*17,400,000
162	Parsons, Friedmann & Central	856,000
164	The Patten Co.	127,432
142	Paul-Phelan Advertising Ltd.	1,479,540
164	Maurice Paulsen Advertising	309,928
164	Robert Peterson Advertising Management	100,000
164	Pfaus-Finkle	700,200
142	Phillips Ramsey Co.	1,637,556
164	Joseph Porro Associates	446,800
130	Potts-Woodbury Inc.	9,083,632
142	Powell, Schoenbrod & Hall Adv.	2,115,653
164	Richard C. Proctor Advertising	117,000
130	Product Services Inc.	5,267,000
142	Proebsting, August & Harpham	1,421,855
142	Publicidad Badillo	2,539,532
144	Henry Quednau Inc.	2,209,000
116	Reach, McClinton & Co.	15,839,445
164	Read Bros. Advertising	333,000
164	Reilly, Brown & Tapply	694,017
164	Revere Advertising	471,300
116	Fletcher D. Richards Inc.	18,125,000
164	Fred Riger Advertising Agency	485,520
144	Ritter, Sanford, Price & Chalek	2,010,000
144	Rives, Dyke & Co.	2,716,473
164	Roark & Colby Advertising Inc.	205,000
144	Robertson, Buckley & Gotsch	1,542,072
130	Roche, Rickerd & Cleary	6,129,339
144	Ronalds Advertising Agency	4,775,000
164	Root Advertising Agency	56,375
164	Enyart E. Rose Advertising	875,000
144	Irving J. Rosenbloom & Associates	1,800,000
164	Gordon Rosholt & Co.	95,072
118	Ross Roy Inc.	14,400,000
118	Rumrill Co.	10,324,094
164	Ed St. Aubin Associates	264,802
164	Saks & Grinnell	95,454
164	M. L. Samson Co.	328,543
164	Geo. S. Sandler Inc.	633,400
144	Sanger-Funnell Inc.	1,286,200
164	G. R. Sauviat & Associates	783,335
130	Frank B. Sawdon Inc.	*6,000,000
166	Schaffer, Lazarus & LaShay	69,600
166	Schnell & Associates	333,000
144	Schram Advertising Co.	3,635,092
166	Mark Schreiber Advertising	615,000
158	Hunter Scott, Findley & Lake Advertising	300,000
166	J. B. Sebrell Advertising Agency	400,000
166	Ken Seitz & Associates	546,187
166	James C. Seix Co.	725,000
130	John W. Shaw Advertising	7,200,000
166	Shlakman Advertising Co.	550,000
166	John Shrager Inc.	227,000
166	Siegel Colgrove & Associates	481,488
166	Simmons Advertising Agency	112,530
130	Kennedy Sinclaire Inc.	5,733,300
144	Smith & Dorian	1,242,220
166	James L. Smith	5,712
166	E. L. Speer Advertising Agency	158,000
166	J. W. Spellman Inc.	417,682
130	Spitzer & Mills	*6,250,000
130	Stanfield, Johnson & Hill Ltd.	9,350,000
144	Hal Stebbins Inc.	1,026,286
144	Stepien-Carr Advertising	1,150,500
166	Stern, Newman & Hayes	972,247
144	Stern, Walters & Simmons	1,596,072
166	Stevenson & Associates	301,000
166	Stewart Associates	43,000
166	R. M. Stocking Co.	50,000
166	Stral Advertising Co.	395,000
132	Street & Finney	6,750,000
144	Sudler & Hennessey	3,160,000
92	Sullivan, Stauffer, Colwell & Bayles	43,000,000
166	Sutnar-Office	186,000
132	Sweeney & James	*5,000,000

PAGE	AGENCY	BILLING
144	Symonds, MacKenzie & Co.	2,720,423
166	Tames Advertising Agency	101,000
118	Tatham-Laird Inc.	18,000,200
166	Ralph Martin Tell	400,000
166	Terry, Gray, Schwartz & Harris	500,000
92	J. Walter Thompson Co.	302,500,000
166	Thorpe Advertising Agency	195,000
168	Torobin Advertising	500,000
144	Arthur Towell Inc.	1,230,780
168	Town Crier Agency	468,788
168	Tri-State Advertising Co.	329,502
144	Roland G. E. Ullman Organization	2,103,000
168	Van Brunt & Co.	600,000
132	Van Sant, Dugdale & Co.	8,033,587
168	Chas. E. Vautrain Associates	654,757
146	Paul Venze Associates	3,365,000
146	M. Belmont Ver Standig	3,337,000
118	Vickers & Benson Ltd.	12,100,000
168	W. L. Vomack Inc.	513,758
118	Wade Advertising	18,886,000
168	Harold C. Walker Advertising	450,000
146	W. S. Walker Advertising	3,700,000
146	Walsh Advertising Co.	4,200,000
146	F. P. Walther Jr. & Associates	1,100,000
120	Warwick & Legler	19,100,000
168	Watson-Manning Advertising	720,223
146	Watts, Payne Advertising	1,086,155
146	Weightman Inc.	1,450,000
120	Edward H. Weiss & Co.	14,000,000
168	Robert E. Weissman Associates	67,579
168	Wendt Advertising Agency	416,358
146	Wenger-Michael	3,000,000
146	Wentzel, Wainwright, Poister & Poore Inc.	1,906,638
168	Geo. Wein Advertising Agency	75,021
168	E. Taylor Wertheim Advertising	269,000
132	Wesley Associates	7,248,089
168	Bill West Advertising	128,000
168	Weston Associates Inc.	365,360
146	Wexton Advertising Agency	2,970,440
132	Wherry, Baker & Tilden	7,000,000
146	White & Shuford Advertising	1,208,325
168	Frederick G. Williams & Associates	341,159
168	Herbert Willis & Associates	487,334
146	Robert E. Wilson Inc.	2 538,209
168	Thomas C. Wilson Advertising	841,248
168	Wilson-Seylor-Ware	250,000
168	Winn-McLane Associates	182,000
168	Womack-Snelson Advertising	161,500
146	Woodard, Voss & Hevenor	1,510,795
168	Ben Woodhead Advertising	209,790
168	Woodrum & Staff	418,000
170	G. Wilfred Wright	25,000
170	Gene Wyble Advertising	250,000
170	Wyckoff & Associates	313,953
170	The Wyman Co.	700,000
170	Chris Yaneff Ltd.	336,000
94	Young & Rubicam	225,000,000
170	Yount Co.	525,764
170	Zam & Kirshner Co.	522,000

Foreign Agency Section

PAGE	AGENCY	BILLING
173	AB Svenska Telegrambyran	$ 8,000,000
173	Allmanna Annonsbyran	355,000
172	Arrow Advertising Agency	183,200
170	Alfred Bates & Sons	3,336,000*
170	S. H. Benson Ltd.	32,000,000*
170	Clifford Bloxham & Partners	3,360,000*
172	Hanns W. Brose GMBH	8,333,000
170	T. B. Browne Ltd.	3,080,000*
170	Colman, Prentis & Varley	39,200,000*
170	W. S. Crawford Ltd.	10,360,000*
170	Canny, Paramor & Canny Pty.	2,255,485
172	Cathay	1,722,276
173	Trygve Dalseg & Co.	435,000
172	Dentsu Advertising	101,297,545
170	Dolan, Ducker, Whitcombe & Stewart	5,200,000
170	Dorland Advertising	6,440,000*
172	Elvinger S.A.	7,000,000
173	Ervaco Advertising	4,865,000
170	Everetts Advertising	3,920,000*
173	Dr. Rudolf Farner Advertising	4,030,000
172	Carl Gabler Werbegesellschaft	7,083,500
170	S. T. Garland Advertising Service	3,080,000*
170	Greenlys	5,600,000*
172	Dr. Grupe & Co.	3,400,000
170	John Haddon & Co.	5,600,000*
172	Harlang & Toksvig Reklamebureau	3,140,000*
172	Hellenic Advertising	390,000
170	Charles F. Higham Ltd.	3,360,000*
170	John Hobson & Partners	3,640,000*
170	Lambe & Robinson-Benton & Bowles Ltd.	5,500,000*
170	Legget Nicholson & Partners	3,080,000*
172	D. K. Leventis Advertising Agency	560,000*
170	Lintas Ltd.	9,800,000*
170	Ricardo de Luca—Publicidad Tan	500,000
171	London Press Exchange	32,425,000
171	C. J. Lytle (Advertising) Ltd.	5,320,000*
172	Magallanes Publicidad	190,000
171	Masius & Fergusson	15,400,000
171	Mather & Crowther	20,000,000*
171	Napper, Stinton & Wolley	2,800,000*
172	National Advertising Service Private	380,000
173	Nijgh & Van Ditmar	2,600,000
173	Noble Advertising	4,000,000
170	Norton Publicidade	1,700,000
171	Notley Advertising	4,920,000
172	Oriental Advertising Agency	66,503
171	Osborne-Peacock	6,000,000*
171	Allardyce Palmer	3,060,000
170	Noel Paton-Warwick Advertising Services Pty.	2,035,000
172	S. C. Peacock Ltd.	3,640,000*
172	Alfred Pemberton	5,564,526
173	Philprom Inc.	1,000,000
172	Publicidad Guastella	3,000,000
173	Publicidad Lowder	400,000
172	Publicis S.A.	10,000,000
172	Publicite R. L. Dupuy	7,000,000
170	Publicontrol S.A.	1,872,000
172	Raynor Webber & Stiles	420,000
172	A/S D.E.A. Reklamebureau for Danske Erhverv	519,463
172	G. S. Royds Ltd.	7,560,000*
172	Rumble, Crowther & Nicholas	3,360,000*
172	Samson Clark & Co.	3,360,000
172	Saward, Baker & Co.	4,760,000*
172	Service Advertising	8,700,000
173	Smit's Reclame-advies en Servicebureau	3,450,000
172	Soria, Ruiz & Cia. Publicidad	1,400,000
172	G. Street & Co.	5,040,000*
172	Synergie Publicite & Propagande	8,000,000
172	C. Vernon & Sons	2,800,000*
172	Troost Werbeagentur	5,120,000
172	Willings Press Service	3,080,000*
172	F. C. Pritchard Wood & Partners	9,800,000*
170	Yuste Publicidad	775,000

Effervescent Soft Drink Business Bubbles, Fizzes, Blows Cap . . .

Pepsi Sets New Marketing Unit; Durkee Is Head

Company, Bottlers to Boost Ad Spending to $30,000,000 This Year

NEW YORK, Feb. 17—"Marketing is our most important corporate function. Our whole business is merchandising and advertising and promotional business."

Herbert L. Barnet, president of Pepsi-Cola Co., made this statement today in announcing the formation of a marketing division.

William C. Durkee, who was named vp in charge of marketing last May, will head the new division and will report directly to a top management group consisting

(*Continued on Page* 195)

Royal Crown Is 'Fresher Refresher,' Say Nehi Corp. Ads

NEW YORK, Feb. 19—D'Arcy Advertising Co., which spent 49 years promoting Coke as the "Pause that refreshes," will advertise Royal Crown cola this year as "The *fresher* refresher."

The new ad theme will be used by Nehi Corp., Columbus, Ga., in print ads, radio and television spots and 24-sheet poster showings.

The campaign, expected to top the $5,000,000 mark, is reported to be the largest in Nehi's history.

Nehi awarded its account to D'Arcy last August after a disagreement with the previous agency, Compton Advertising, which succeeded Batten, Barton, Durstine & Osborn in 1955.

The new Nehi ads broke this week in *Life* and will be followed with pages in *Life, Look* and *The Saturday Evening Post* in March

(*Continued on Page* 30)

Adman in the News . . . William C. Durkee

Bill Durkee is probably the youngest marketing director in American industry.

Only 37 years old, he now bosses the entire domestic marketing operation of Pepsi-Cola Co., a company which swears by advertising.

Known in soft drink circles as a super-salesman, Mr. Durkee was imported from the Midwest last May to take over the top marketing post in New York headquarters. The route he followed to this post is one well trod by Pepsi executives. In a word: Coke.

▪ Mr. Durkee, who was born in St. Louis and who speaks with a slight tinge of a soft southern accent, was brought up in East Lansing, Mich., and began working for the Coca-Cola bottling plant in Lansing in 1939.

William Durkee

His first job was introducing the new six-bottle cartons of Coke door-to-door. From 1939 to 1942 he did all kinds of jobs in the plant, "driving semis, feeding the soaper, cleaning up the plant." Meanwhile, he also attended Michigan State University, although he never graduated.

▪ He entered the Army in 1942, serving in G-2 division of the Transportation Corps. The bulk of his Army time was spent in the New York-Philadelphia area, working in the ports.

Upon discharge he returned to the Coke bottler in Lansing, becoming successively a route salesman, a route manager and general sales manager.

In 1949, Mr. Durkee was part of the big exodus of Coke people to Pepsi. One of those who followed Al Steele to Pepsi was Richard H. Burgess, who had been Coca-Cola's regional manager for Michigan and Ohio—and therefore Bill Durkee's boss.

(In the reorganization which brought Bill Durkee to the top

(*Continued on Page* 195)

Accept substitutes!
Dr Pepper

PLEASE DRINK SUBSTITUTES—*Readers are asked to continue to drink other soft drinks until Dr. Pepper comes into their city, in this Life ad scheduled for April 13.*

Dr. Pepper Sets 'Life' Ads, Aims to Invade North

Drink It Any Time, Not Just at 10, 2 and 4, Says Offbeat Campaign

DALLAS, Feb. 17—As part of its program to achieve national distribution by 1960, the Dr. Pepper Co. will run a "cool," offbeat ad campaign in *Life* to get people talking about the soft drink even though it is not now available in many markets.

The first ad, which broke this week in the Feb. 23 *Life*, offers readers a free, genuine Dr. Pepper bottle cap. The copy says in part: "People who drink Dr. Pepper are —as you'd expect—beautiful, rich, talented and much admired by others. But there are some out-of-the-way places—like Boston—where even the most discriminating can't buy a bottle of Dr. Pepper, no matter how hard they try. We just can't make enough to sell it everywhere.

"Think of the big impression a Dr. Pepper bottle cap will make on your friends when they see it

(*Continued on Page* 194)

Coca-Cola Schedules 'Heaviest' Ad Barrage

$3,000,000 Worth of TV Specials May Lack 'Normal' Commercials

NEW YORK, Feb. 17—Coca-Cola Co., currently the subject of a four-part profile in *The New Yorker*, will have quite an advertising year in 1959.

The company will return to network television with a $3,000,000 budget for a series of one-hour specials on the CBS network.

It will greatly expand its use of magazines, running 21 color spreads and many more page units.

And it will bring back into heavy play a valued property, its longtime slogan, "The pause that refreshes."

▪ In short, Coke, never a slouch in the area of promotion, will be mounting the heaviest advertising barrage in its history this year.

Lee Price, a vp of Coca-Cola, reported last year that Coke is the world's most heavily advertised product, with worldwide advertising support of more than $40,000,000 in 1957 (AA, June 9).

Coke's return to network tv—its last vehicle in this medium was the "Eddie Fisher Show"—is being masterminded by McCann-Erickson, which is developing for its client a series of shows custom-tailored for Coca-Cola.

Working on this effort at McCann are three veteran broadcasters: Barry Wood, the executive producer who produced "Wide Wide World" for NBC; Sylvester (Pat) Weaver, former president of NBC, who recently joined McCann as a tv consultant, and Thomas McAvity, McCann's radio-tv program chief, who was formerly program head at NBC.

The Coke tv specials—the first is scheduled for March 30—are described as "a new kind of show, which takes a look at what America is doing—how it lives—how it has fun." The company is tentatively planning to present seven of these shows in 1959, and all will be geared to seasonal events. Theme of the first one: "America pauses for swingtime."

▪ In an interview last week, Paul Foley, senior vp of McCann, explained that the shows are being produced "expressly for Coke," so that the program format itself will be in tune with the product. "If it is really good for Coke," he said, "it won't be good for anyone else."

As an example of how McCann is thinking, Mr. Foley revealed that the agency and client are seriously considering presenting the shows without any commercials "in the normal sense."

If this approach is used, Coke will be integrated in the show

(*Continued on Page* 195)

America Pauses for
SPRINGTIME
The Pause that Refreshe

COKE'S NEW LOOK—*Coca-Cola Co. will run this "America Pauses for Springtime" ad as a color spread in March issues of Life, Look and The Saturday Evening Post to tie in with its first hour-long "special" on CBS-TV.*

Schmidt Beer Moves to Bates From Lefton Co.

Brewer Reportedly Sought New York Shop to Get 'Fresh Thinking'

PHILADELPHIA, Feb. 19—"Schmidt's Is Beer as Beer Should Be," the famous slogan of C. Schmidt & Sons, will be coming out of New York after May 1.

The company has appointed Ted Bates & Co. to handle its advertising, estimated at more than $1,500,000 a year. Al Paul Lefton Co., Philadelphia, which had Schmidt's account for 26 years, will step out May 1.

The naming of a new agency follows closely the election of a new president, Carl E. von Czoerning; a new advertising manager, Lincoln W. Allan; and new sales and marketing director, William J. Shine. Since Mr. Allan had come from Jacob Ruppert Brewing Co., New York, there had been talk of an out-of-town agency being brought into the picture.

However, the suddenness of the change was surprising, since Lefton had been exceptionally close to Schmidt and for many years had virtually comprised the brewery's advertising department.

■ Mr. Shine is believed to have wanted a New York agency for fresh thinking. Erwin Wasey, Ruthrauff & Ryan and McCann-Erickson had also been considered. Mr. Shine is understood to have made the decision to revive its marketing division, with approval of Mr. von Czoerning, who had previously been in the production end at Schmidt's.

Lefton had won numerous awards for its Schmidt's ads, and is believed to have been among the first agencies in the country to place a beer account on television. #

Tennant Moves to Burnett as Account Supervisor

Charles W. Tennant Jr. has joined Leo Burnett Co., Chicago, as account supervisor on Philip Morris and Mayfield cigarets. He previously was an account supervisor at J. Walter Thompson Co., Chicago. Before that he was director of advertising of Miles Laboratories Inc., Elkhart, Ind., and creative director of Geoffrey Wade Advertising, Chicago.

C. W. Tennant Jr.

His brother, Don, is a Burnett vp in charge of the tv film department.

The Sun shines on wit

A short time ago, one of the greatest men-of-letters of our time lamented, "The art of whimsy has become rare as the aardvark . . . and, in some places, obsolete as the dodo."

Not so in the Baltimore Sunpapers! Wit and whimsy are as important a daily reading recipe as the weather report. There's "The Spillway," with its amusing commentary on current affairs; Christopher Billopp, whose humor ranges from a riotous review of turn-of-the-century courting customs to a touching eulogy on old cravats; Ralph Reppert and his frantic feuding with his friendly frau; Mr. Peeps, whose diary includes more than a casual peep behind the local facades.

Sunpapers *advertisers* too are known to chuckle—especially when they peruse their own *profit* column.

The Spillway

No matter how widely a man may wander, no matter how often he may have saw the elephant and hearn the owl, the place he came from is home.

The conductor of this column has been mobile, and fortunate. He has heard Johnny Dodds's veritable clarinet in Chicago. He has resided in Florida, where the sand and sea-grape and beach-oats are, or used to be, and in New York, N.Y., where they have a planetarium, and in Baltimore, Md., hotbed of verve and culture. He has eaten a birthday cake baked personally for him in Prague. He was at Anzio. He has participated in the liberation of the Chartreuse factory and of Gertrude Stein. He has seen Alfred Jodl sign the surrender and Joachim von Ribbentrop blanch at the sentence of death by the rope, a bonny sight. He has had his telephone tapped at the Hotel Jaragua in Ciudad Trujillo, and tasted the excellent steak Chateaubriand there. He knows the Punjab like the pum of his hand, has traversed the Khyber and has gazed on Kanchenjunga. With his own two eyes he has looked upon Everett McKinley Dirksen pointing a finger in public at Thomas Edmund Dewey.

Mr. Billopp

Favorite Necktie

A favorite necktie is one the owner has had for a long time. It has lasted because it is made of material of excellent quality. The owner paid more for

Mr. Peep's Diary

BALTIMOREANS will be able to send Dr. Albert Schweitzer the sort of personalized, humanitarian Valentines he appreciates if they buy hand-knitted leper bandages February 14 at the annual bazaar of the Keswick Home for Incurables, Keswick road and Fortieth street.

This will be the third year that 3-inch, 500-yard cotton bandages have been sold at the Keswick Valentines Day celebration and sent in the names of individual purchasers to the Nobel peace prize winner, Dr. Schweitzer, at his hospital in French Equitorial Africa—as well as to the St. Frances Leper Village in British East Africa. Baltimore patients and friends knit the bandages of soft cotton thread to make them durable enough for repeated sterilization and reapplication on lepers and abdominal surgery patients in the Dark Continent missions.

The bandages cost $2 each. Profits are used to buy medical equipment at the Keswick Home. The project was originated in 1957 by Mrs. Marguerite D. Hipsley, a secretary who knitted 25 of the 51 leper bandages that were sent to Africa that year. The 1958 bazaar sold 164

It Now!

Mr. Reppert Shows What Poor Judgment TV Producers Have

By Ralph Reppert

she is beset with a sudden attack of laryngitis. Irma gets her big chance, and sings more or less like a bird.

Some of the patrons were heard to remark that the show was somewhat better than no show whatsoever,

and they are the finest flowers that grow, because they are yours, and because they are so few.

What do children in the Eastern states do for sunsets?

The Baltimore Sunpapers

ABC circulation: Combined Morning and Evening 410,945—Sunday 314,229

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Highlights of This Week's Issue

25 agencies gained the over-$25,000,000 rank in Advertising Age's annual compilation of vital data on the agencies ....Page 1

Hearst tells his radio-tv, movie and drama critics that he doesn't want to waste valuable space in his newspapers on attacks on personalities ....Page 1

FTC charges American News and Union News have been taking illegal promotion money from publishers to put their magazines on their newsstands ....Page 1

Cunningham & Walsh's "know-how" appealed to the man from 21 Brands, when it came to choosing an agency ....Page 1A

Disagreements with CBS brass were not behind Edward R. Murrow's proposed sabbatical year, he says ....Page 1A

Skippy peanut butter, a tv perennial, will be advertising in consumer magazines for the first time this year ....Page 1A

Most agency men are above average in intelligence, ability and politeness but they don't have much sex appeal, their secretaries say ....Page 1A

F. Kenneth Beirn, president of three advertising agencies in the last three years, resigns from C. J. LaRoche & Co. to join Revlon Inc. as vp in charge of advertising ....Page 1A

Reader's Digest returns to lung-cancer battle with new article by J. D. Ratcliff, condensed from article in Today's Health. Tobacco Institute's Richards says article in Digest omits important qualifier in the AMA publication's article ....Page 1B

Quaker Oats Co. realigns advertising, merchandising and sales activities in move to sharpen grocery store marketing ....Page 1B

Avis Rent-A-Car System boosts its advertising spending in local and national media during 1959 from $1,500,000 to between $3,500,000 and $4,000,000 ....Page 1B

Cleveland attorneys crack down on "lottery" advertising and promotions as "merchandising through gambling schemes" ....Page 1B

Printers' Ink buys Tide for a reported $75,000, will discontinue its publication ....Page 1B

Pepsi-Cola Co. forms a new marketing division, appoints William Durkee, vp in charge of marketing since last May, to head it ....Page 3

Royal Crown Cola is promoted as "The Fresher Refresher" in new advertising promotion by Nehi Corp. ....Page 3

Coca-Cola schedules heavy advertising barrage in 1959, and will return to television with a $3,000,000 budget for a series of one-hour specials on the CBS network ....Page 3

Dr. Pepper launches off-beat advertising in campaign in Life to reach people in northern markets where the drink is not yet available but will eventually have distribution ....Page 3

The Federal Trade Commission can't police violations: offended parties must make the violations known to the agency, Earl Kintner, FTC's general counsel, tells group ....Page 6

Wholesale grocers' cash-and-carry units, set up by the wholesalers to shunt small purchases away from their main warehouses, have become an established, profitable business, wholesalers are told at meeting ....Page 20

"Nothing is exclusive to rich," W. K. Johnston tells admen, pointing out they must think in terms of the individual ....Page 24

New medical newsletter purposes to combat excessive claims of ethical drug advertising ....Page 32

American Motors issues 32-page booklet, "1959 X-Ray," comparing autos in the low-price field ....Page 38

New Look study breaks down marketing areas by buying income, total retail sales and retail sales by store groups ....Page 42

Howard L. Grothe Advertising Agency is singled out for special mention in its best client's annual report. The client is Personal Industrial Bankers ....Page 44

Skiatron tv hopes to have closed circuit pay tv operating in San Francisco in 1959 ....Page 46

Washington Fryer Commission sets "February fryer frolic" ....Page 48

National Editorial Assn. transfers its headquarters from Chicago to Washington ....Page 50

America should apply ad skills to promoting love and understanding, David A. Altshchuler, chairman of the West Haven Redevelopment Agency, comments when he receives the Man of the Year Award of the West Haven Chamber of Commerce ....Page 177

Fashion Designer Pauline Trigere explores several new approaches to fashion advertising in her new spring campaign ....Page 181

Portland commission of public docks launches its most active promotion and advertising campaign in its 48-year history ....Page 182

Western Auto Supply Co. tacks $1,000,000 onto its 1959 advertising budget to help promote its golden anniversary ....Page 186

Connecticut finds that every dollar it spent on tourist advertising brought in $161.85 ....Page 186

Public service copy gets a lot of acceptance, Hickerson's Kerr finds in series for Newsweek ....Page 187

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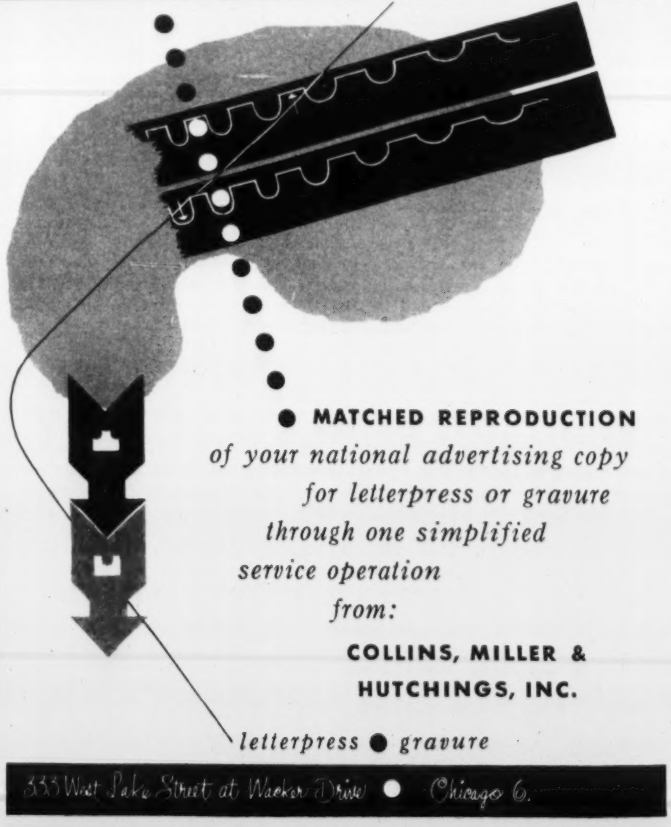
What They're Saying 12



● MATCHED REPRODUCTION
of your national advertising copy
for letterpress or gravure
through one simplified
service operation
from:

COLLINS, MILLER &
HUTCHINGS, INC.

letterpress ● gravure

333 West Lake Street at Wacker Drive ● Chicago 6.

℞ for increased sales in 1959:

DOMINATE THE MAJOR MARKETS

BUY THE BIG ONE

This Week
MAGAZINE

THE BIGGEST THING IN PRINT

12,640,045 FAMILIES EVERY WEEK

This Week in Washington . . .

Wronged Company Must Pinpoint Offender; FTC Isn't Gestapo: Kintner

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 19—Sometimes business men who are burned in a rough competitive fight wonder, "Why doesn't the Federal Trade Commission do something?"

According to Earl Kintner, the commission's general counsel, these business men are kidding themselves if they think they can "put the monkey on the commission's back" by filing generalized requests for help.

"No bell rings in the commission's offices in Washington when a violation occurs in New York," he told a group of unhappy dress manufacturers recently. "Your industry is only part of the gigantic whole that the commission is required to police. If you don't make the violations within your knowledge known to us, competing demands from other sources with problems just as pressing may push yours into the background."

Mr. Kintner makes this point: Except in advertising cases, where the commission's staff often spots the offender, FTC has no cop on the beat looking for violators.

"Unless you call these violations to our attention," he said, "the odds are against our knowing of their existence. You are the ones who have to compete with the avaricious, illegal, 'shady ladies' of your industry for the favor of your valued customers, and no one knows better than you where the serious violations may be found."

■ Far from being a "Gestapo" looking for trouble, Mr. Kintner sees FTC as an instrument for the enforcement of laws prohibiting unfair competition.

"The commission, of course, has the power to act on its own initiative," he points out, "but its far more effective and economic use is an instrument wielded by business men alert to the safeguards the law provides. Congress gave this important instrument to American business men and to the public generally. It is up to them to use it."

Utility Ad Battle Waxes

Federal Power Commission's attack on anti-public-power ads by the utility industry reaches a crucial stage Feb. 26, when the utilities go before the commission to fight for an opportunity to get the whole public-vs.-private power fight into the hearing on advertising allowances.

Until now, Federal Power Commission staff members have taken the position that ads dealing with controversial subjects simply won't qualify as necessary business expense under the commission's standard system of accounts, and can't be included in the rate base for rate purposes. Utilities contend their ads are aimed at a competitor—the government. They say they should have a chance to show how the campaign helps their relations with bankers, employes and customers.

Meanwhile, the controversy is about to erupt in a new forum—the public utilities commission of the District of Columbia. The Potomac Electric Power Co., which contributes to the utility industry campaign, is in for a rate increase. It will be asked why the contribution should be allowed as necessary business expense in view of the fact that no one has proposed to set up a publicly owned power service in competition with PEPCO.

Suit Slows Ban on Patent Ads

Commerce Secretary Lewis Strauss may be asked to review the order of his predecessor outlawing advertising by patent agents.

Although it originally was to go into effect Jan. 1, the embargo issued last fall by former Secretary Sinclair Weeks is suspended, pending the outcome of a lawsuit filed by a patent lawyer, with the encouragement of a group of magazines.

As it stands now, the patent advertising rule is scheduled to become effective July 1, unless the courts grant an injunction—or Secretary Strauss decides that he doesn't want his department associated with this kind of restraint, which was "sold" to Secretary Weeks by the legal fraternity.

Senators to Probe FCC

Rep. Oren Harris (D., Ark.) was none too fast in announcing a new subcommittee to resume the "oversight" investigations at FCC and other agencies.

(If he had been inclined to let FCC alone this year, a Senate judiciary subcommittee under Sen. John A. Carroll (D., Colo.) was primed to step in.)

But Rep. Harris not only contemplates $200,000 *for additional oversight hearings, but he has raised the ante, with another* $150,000 *for a new subcommittee, also headed by himself, to "oversee" the tug of war over spectrum space.*

Sen. Carroll might still take an interest in the situation. With Sen. Everett Dirksen (R., Ill.) serving as his subcommittee's Republican member, its hearings could be colorful.

Real Estate Ad License Seen

The Senate's committee on government operations says new and stronger federal legislation may be needed to curb advertising by sharpies who conduct an "advance fee" racket in the real estate field.

The committee claims its records show some of these operators promise spectacular results if they are permitted to arrange national advertising for a property. But having received their fee in advance, they actually do very little.

The committee's report said postal authorities have been fairly successful in cases where there is clear proof of fraud. However, most federal action by Post Office, Federal Trade Commission or Department of Justice has failed for lack of proof.

Because the Justice Department thinks existing law will still prove to be adequate, the committee says it isn't offering legislation at this time, but that it may eventually propose a system of federal licensing.

Bingo Ads Unmailable

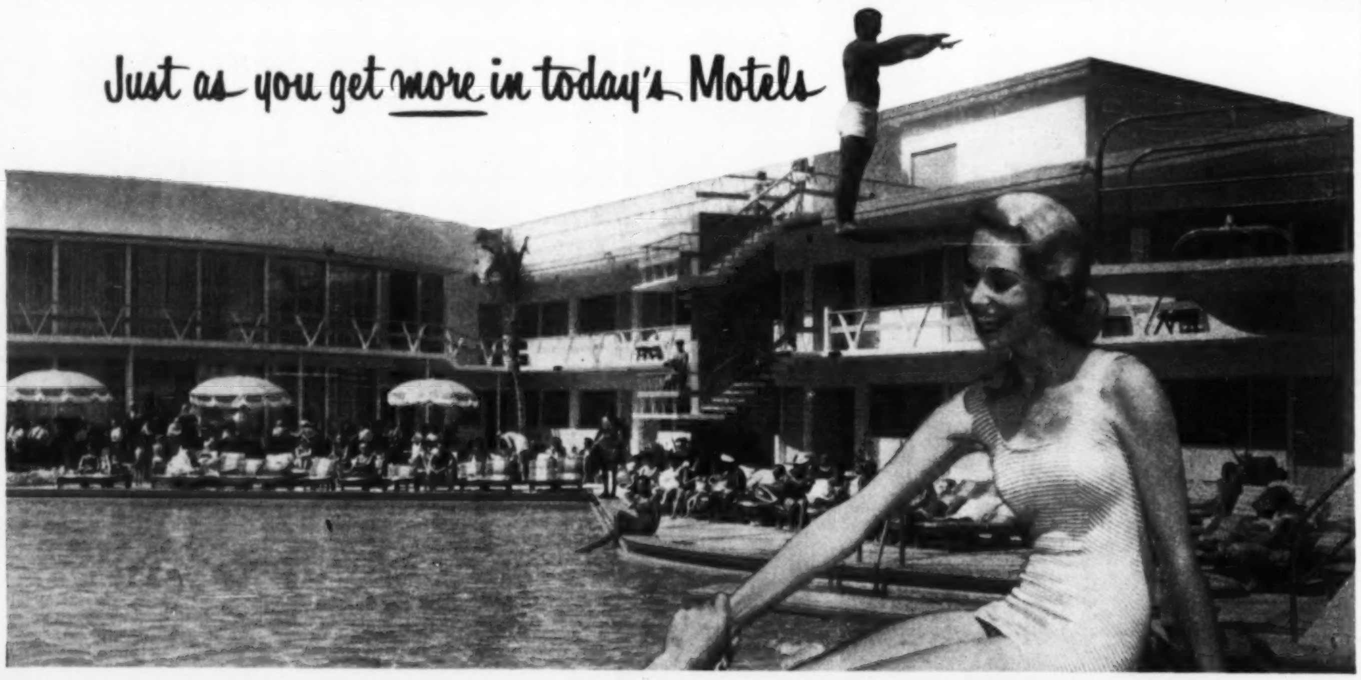
Postmaster General Arthur Summerfield warns rather apologetically that his department can't handle ads for bingo parties even in states where these activities are legal.

His warning—which is particularly important to local newspapers—says the Post Office Department is prohibited from transmitting any information about a lottery, regardless of circumstances.

Bingo—by that name or any other—is a lottery, he says, because it involves all three of the key elements: Consideration, chance and prize. #

GOA Sales Up, Net Down

General Outdoor Advertising Co., Chicago, has reported net profits for 1958 of $2,404,076 on consolidated sales of $39,829,851. This compares with net profits of $2,832,264 on consolidated net sales of $38,483,717 in 1957.


Just as you get more in today's Motels

you get more of everything with AMERICAN MOTEL

Now . . . more of the lodging market. Motels now outnumber hotels 2 to 1 and have also overtaken hotels in dollar volume for room rental. 57,930 motels with 1,241,078 rental units serve 1½ million guests every night and gross more than two billion dollars a year. The industry is growing at a rate of 2,000 new motels annually, including an ever-increasing percentage of large luxury establishments, downtown big city motels and national chains. The modern motel is rapidly replacing the old-time tourist court.

You get more readers. American Motel has the largest circulation in the field. It's the *only* ABC audited book.

With more buying power. Circulation is concentrated in the 30% of the nation's motels which do 65% of the buying (as documented in Subscriber Buying Power Audit).

More in the mood to buy. This is the book motel operators select for themselves and use. Readex readership scores show record-breaking interest in American Motel features.

American Motel is first in pages of advertising too, also Readexed.

More services too. Here are some of the many market and media tools available to you:

- **1959 Motel Market and Sales Analysis**
- **Motel Planning and Purchasing Study**
- **Motel Distribution Study**
- **Subscriber Buying Power Audit**
- **1959 Editorial Forecast**
- **Readex Reports**
- **Monthly Building Bulletins**
- **Industry Highlights**

AMERICAN MOTEL

PATTERSON PUBLISHING CO.
5 SOUTH WABASH AVE
CHICAGO 3, ILL

MOTOR HOTELS · MOTOR INNS · MOTOR LODGES

ZOOMING OVER

6,000,000

The Space Age finds one weekly magazine rocketing higher and higher in reader demand. It is first in the weekly field, by far, in newsstand sales...in food stores, drug stores, everywhere magazines are sold. And now – two months before its new circulation rate base of 5,800,000 takes effect – this magazine's February 14 issue zoomed over 6,000,000.* The magazine is The Saturday Evening Post. Pick up a copy. See why Post-Influentials recommend their magazine to friends and neighbors. And think – for a moment – what this climate of vitality and this word-of-mouth influence can do for you.

29 million times each issue, someone turns to your ad page in the Post: That's Ad Page Exposure!

WHOOOOSH

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
–they tell the others!

A CURTIS MAGAZINE

---

*Publisher's estimate

'Digest,' 'Post' Back Politz Study of Ad Exposure

New York, Feb. 19—Alfred Politz Research this week got a go-ahead from *Reader's Digest* and *The Saturday Evening Post* for its proposed study to measure regularly the number of people exposed to a magazine advertisement.

The initial study will cover *Life* and *Look* as well as the two sponsoring magazines.

The Politz plan, originally presented to seven publishers last October (AA, Nov. 3), would bring to the magazine field a tune-in rating mechanism similar to the ones available in the broadcast field. Politz set the costs of the study at $175,000 per magazine.

In separate statements, to be released next week, the *Digest* and the *Post* hail the new study as a major advance in the measurement of audiences.

■ Fred D. Thompson, ad director of the *Digest*, said:

"When the *Digest* opened its pages to advertising, it recognized the advertiser's need to evaluate the magazine and therefore sponsored 'A Study of Seven Publications, Their Audiences and Reading Days.' This study, conducted in 1956 by Alfred Politz Research, showed the long life of a single issue of the *Digest*, giving the advertiser an accurate, scientific measurement of the opportunities for his message to be read and acted upon.

"Now, we are pleased to sponsor even more advanced research. This new study embraces the earlier measurements and the important new one—advertising page exposures—as well. It should help advertisers evaluate magazines still better by showing the actual number of exposures brought to the individual advertising page. And because it will document the extra values produced by magazines, we believe it will benefit the entire magazine publishing industry."

■ Edward C. von Tress, ad director of Curtis Publishing Co., said:

"We have been gratified by the acceptance of advertising page exposure as a major breakthrough in the measurement of print media effectiveness. In pioneering this research, our first aim was to develop the new technique and to demonstrate its accuracy for the *Post* itself; we also believed that the new measurement could benefit magazines generally and so we offered to make the techniques available to others." #

Only Viewer Views Should Dictate TV Programming: Lusk

Detroit, Feb. 17—Decisions on the types of programs which appear on television can be made only by the viewers themselves, and it would be "highly presumptuous" of anyone in the communications business "to try and force feed the public a particular cultural diet," said Robert E. Lusk, president of Benton & Bowles, in an Advertising Week talk to the Detroit Adcraft Club last Friday.

"It seems to me that decisions of that kind can be made—and will be made, regardless of what we think—only by the viewers themselves," Mr. Lusk said. "Our responsibility is to put on the air the kinds of program that people like to see—not what we think they *ought* to see.

"If we programmed only the kind of show that in our wisdom we thought was 'good for people,' then, truly, we would be guilty of manipulation, and we would be wasting our clients' money," he stated.

■ Referring to a number of information programs and dramas on tv in recent years, Mr. Lusk commented: "By and large, these programs have either not attracted a large audience, or the public has turned away. The public casts a big ballot for westerns and a tiny ballot for culture.

"Today, tv is an escape medium for most Americans," he said. "If my wife and I find relaxation in two continuous hours of westerns, you may pity us—look down on us. But don't blame the sponsor or the broadcaster for demoralizing our cultural standards. We could pick up a book, you know, or go to the movies, if we preferred." #

Seagram Integrates 4 Roses Marketing, Kaduson Heads Setup

New York, Feb. 19—Jack Kaduson, vp of Warwick & Legler, will become vp in charge of advertising and sales promotion at Four Roses Distillers Co., a member of the House of Seagram, March 15. This is a newly created position.

Mr. Kaduson has been account supervisor at W&L for Seagram's V.O. Canadian whisky and Seagram's Golden gin, and a member of the agency's plans and review group.

In his new position, Mr. Kaduson will have complete charge of advertising and sales promotion for Four Roses blended whisky, Four Roses Antique straight Kentucky bourbon, Four Roses gin and Paul Jones and Wilson blended whiskies.

■ Bradley Houghton will continue as national advertising manager of Four Roses brands.

Jackson S. Gouraud, formerly assistant advertising manager, has been named national sales promotion manager, to fill the vacancy created by the recent resignation of Christopher W. Carriuolo, who has joined Heublein Inc., Hartford, Conn., as national sales manager of that company's liquor division.

Mort Mazor, formerly eastern division merchandising manager, has been appointed assistant national sales promotion manager. #

'Life' Film Strip Uses New Photo Methods to Sell Magazines

Chicago, Feb. 17—*Life* yesterday put on its new ad promotion film presentation, "See for Yourself," for the first time.

The unusual film, combining new photographic techniques, is aimed at demonstrating graphically "but non-competitively, the values of magazine advertising. It attempts to translate onto the screen the intimacy and impact of magazine layout—both editorial and advertising."

After the presentation shows here Feb. 16-18, it will move to Minneapolis Feb. 20. After three days in New York (Feb. 24-27) it will go on a national tour.

■ The first part of the half-hour "See for Yourself" examines the range of personal involvement that magazine readers experience. This phase uses a cinematic technique called "picture jazz," in which sequences of magazine pictures and text shift rhythmically to the beat of progressive jazz.

Focusing on the editorial picture concept of *Life*, the second part of the presentation illustrates the qualities of the photograph which enable it to convey emotion, imagination, information and ideas. #

Bates' Montgelas Is Hard Worker in New 'Easy Job'

New York, Feb. 17—Rudolph Montgelas, formerly senior vp, has been elected president of Ted Bates & Co., New York. James C. Douglass, also a former senior vp, has been named exec vp, a new post. Three vps—Jeremy Gury, creative operations boss, J. Ross MacLennan, account group head, and Richard A. R. Pinkham, broadcast operations chief—have been named senior vps and directors of the agency.

Mr. Montgelas succeeds Williams H. Kearns, who moves to vice-chairman of the board and executive committee chairman. T. L. Bates continues as honorary board chairman, and Rosser Reeves remains as board chairman.

■ Rudolph Montgelas thinks Bates is an agency man's idyll.

"In some agencies the pay is good but the atmosphere is not so good. Others offer a fine atmosphere, but they don't pay well. Still others are bad atmosphere, bad pay," he said today. "But here we have a fine atmosphere, and our people are well paid.

"The result is that we attract good people. There isn't a Simon Legree in the whole place. It's okay to be tough, but nice-tough, not mean-tough. There's no place for softies in this business—you fall by the wayside. But at the same time you can be a human being about it."

Mr. Montgelas, a big man with a thinning thatch, glasses, a pink glow in his cheeks and a hearty laugh, joined Bates nine years ago as account executive on Colgate. He moved from the presidency of the Buchanan Co. to the account job. He moved up from that post to senior vp and executive committee member, and last week became president.

"Being president of Bates is an easier job than being head of Buchanan," he said. "The nature of the accounts here and the kind of people we have make it that way. With good people you can delegate, and that's easier than doing it yourself."

The only problem he sees facing his agency today is "growing competition for our clients."

He has no goal for the Bates agency in the billings area.

"That's a dangerous goal," he said. "If you get overly ambitious in that area you dilute your strength with current clients. Our growth has been through satisfied clients. If I have one ambition, it is to continue that growth.

■ "We're not out beating the bushes for new business; we won't do any speculative pitching. We got Schmidt's beer the other day (*see story on Page* 4) simply by telling them about our record and what we can do for a client, and that's it."

Mr. Montgelas believes that a hard-sell agency like Bates "has to tailor a campaign to the product; the white coat is suited to the proprietary business."

He thinks the hard sell has nothing to do with the unflattering image advertising registers with the public.

"The public image of advertising was created by the lampooning the business took in novels and movies more than anything else. You have to stay pretty much to your last in advertising. I can't think of any business in which you have to work so hard. You just can't go off for a cocktail hour or to chase chippies."

Rudolph Montgelas

■ Mr. Montgelas, 45-year-old son of a member of the German diplomatic service who died in the 1920s, concurs with the view that agency employes should use clients' products. There's no rule to that effect at Bates. But Mr. Montgelas, for example, smokes two packs of cigarets a day. "Three Viceroys for every Kool." and he has "a pet hobby" in this area.

■ "When I visit the homes of my friends, I go to the bathroom and poke around in the medicine cabinet and see if they have Colgate dental cream. If not, I throw away whatever it is they're using and send them a tube of Colgate. I've been doing that for nine years."

Mr. Montgelas thinks the "only way to learn the advertising business is to start as a mailroom boy —and go from the bottom through the whole works.

"Along the way, the man should try a cub writer's job; later, to absorb some good strong emphasis in research—it's not only good for account executives, but it teaches an orderly mind," he said.

■ The new Bates boss started in advertising at $12 a week in the Buchanan mailroom. He'd gone to Yale, where Prof. Burdan insisted that his charges write a daily theme, a short story, each and every day. "After five or six months you say to yourself, 'I can't write any more'."

But this "great discipline" moved him to the ad field. He didn't yearn to be a novelist or short story writer. "Every young fellow has an inferiority complex about his writing—and besides, I wanted to make money," he said.

So he "pounded the pavements for several months" and then latched on at Buchanan. He wrote "a little here and there" at Buchanan; and he writes virtually nothing at Bates.

"It would be quite presumptuous of me to write copy when we have 50 or 60 of the best copywriters in America," he said.

His "prime responsibility" is the management and supervision of the Colgate operation. "That I will not relinquish under any circumstances. That was the account I handled when I first came here," he recounted.

■ Mr. Montgelas' spare time he spends "with that group," waving to the pictures of his wife and four children spotted around his sunny, homelike office. "The more time you spend with your kids, the better it is for you and for them. It tends to avoid those latter-year problems you read about in the press."

His working day runs from 9:15 to 5:30, usually—once in a while to 11 p.m. But "No, sir, I don't take work home. You do your clients an injustice, as well as yourself and your family. If you have to take work home I think you're disorganized."

Then he pushed a paperweight away from the top of a short stack of papers. The paperweight was a number of coins, gold-hued, welded together in a spreading pile. On the back an inscription said: "Friendship is worth more than a pile of gold." #

Six Distillers Revamp Ad Plans for 1959

New York, Feb. 19—Six liquor accounts announced new moves this week to step up their 1959 advertising.

1. Park & Tilford Distillers Co., a division of Schenley Industries, will spend $2,000,000 in newspaper and magazine advertising this year in 188 markets to expand sales. About 388 daily newspapers, six to eight magazines and extensive point of sale advertising will be used for J. W. Dant bonded bourbon; J. W. Dant 86-proof straight bourbon, Three Feathers and Park & Tilford Reserve blended whiskies, Park & Tilford Private Stock, a blend of straights; Kentucky Bred straight bourbon, and Scottish Majesty scotch.

Advertising for J. W. Dant and Three Feathers brands is handled by Kleppner Co. The Park & Tilford brands are handled by Mogul, Lewin, Williams & Saylor.

■ 2. Roma Wine Co., a unit of CVA Co., also a Schenley division, will use what is reportedly the first wine advertisement carried by *The Saturday Evening Post* in the March 21 issue as the focus of a new campaign for Roma wines. It will be supported by tv and radio commercials, newspapers in selected markets, business papers and point of sale material. Norman, Craig & Kummel is the agency.

3. R. U. Delapenha & Co., importer of Tia Maria, a Jamaican coffee liqueur, Glinka Kummel, and Cordial Medoc, has moved its advertising account from Gotham-Vladimir Advertising to Roy S. Durstine Inc. An expanded magazine campaign is planned for early spring.

4. Jenkins Spirits Corp. Ltd., Manchester, N. H. (headed by Herman A. Katz, former vp and sales manager of Jacob Ruppert, New York brewer), which introduced a new line of mixed drinks in New England last fall (AA, Sept. 1), has moved its advertising from Keyes, Madden & Jones, here, to John C. Dowd Inc., Boston, and is preparing to introduce its new line in the New York market some time after Easter.

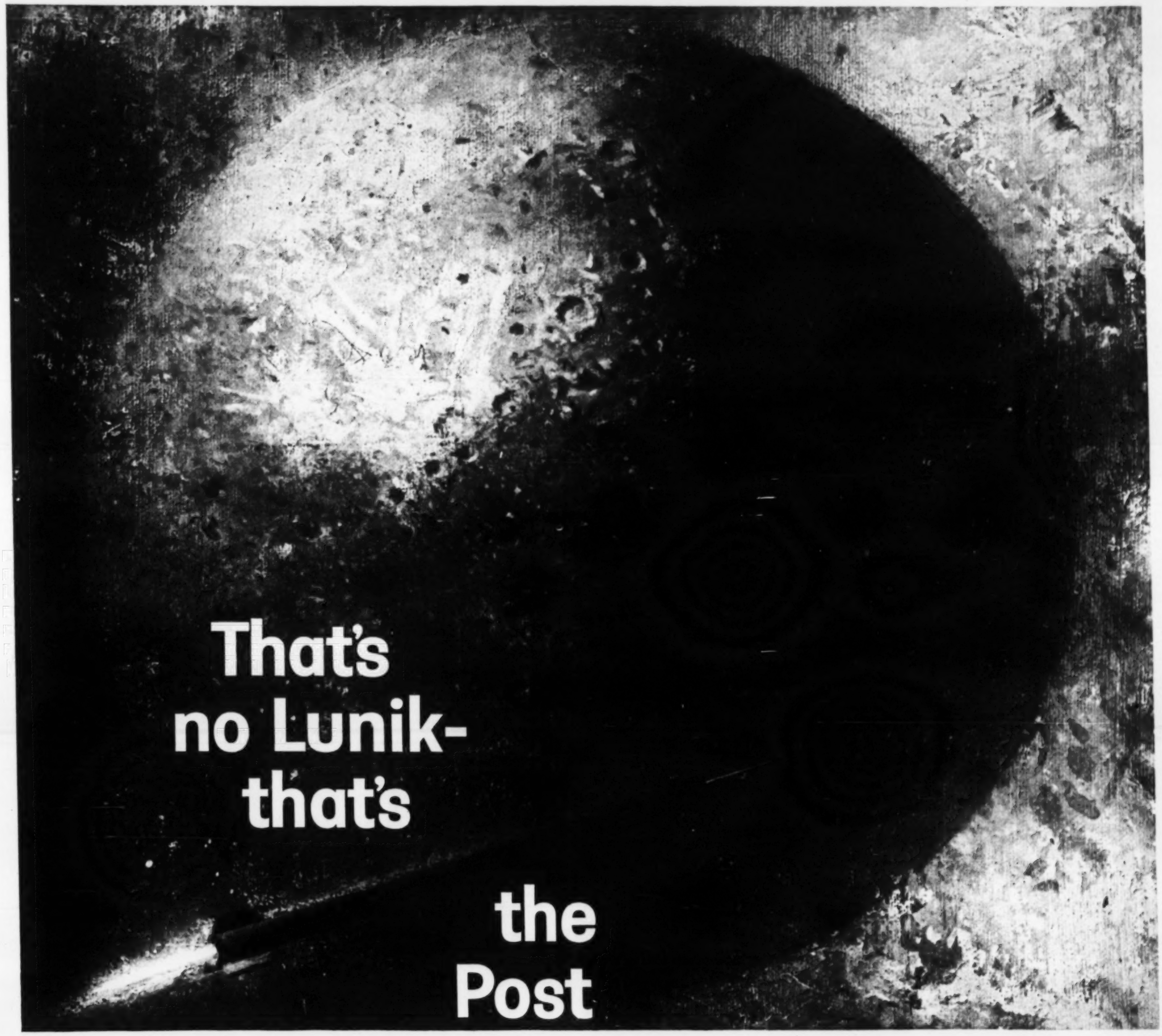
■ 5. Amstel American Corp., an affiliate of Amstel Brewery, Amsterdam, Holland, has moved its advertising for Amstel Holland beer from Kastor, Hilton, Chesley & Clifford to John C. Dowd Inc.

6. McKesson & Robbins has purchased the worldwide business of Liquore Galliano, an Italian liqueur produced in Milan, Italy, by Distillerie Riunite di Liquori S.P.A. McKesson & Robbins has imported this brand here for some time. Kenyon & Eckhardt will continue as the agency and new advertising plans are being prepared which, an executive of the company said, probably will include foreign advertising schedules. The company will appoint new foreign distributors.

In addition, C. Schmidt & Sons, Philadelphia, maker of Philadelphia beer and Philadelphia Tiger Head ale, has moved its advertising from Al Paul Lefton Co., Philadelphia, to Ted Bates & Co., New York. #

'Time' Adds Two

Edward Hillier II, formerly with Continental Can Co., has joined the Detroit ad sales staff of *Time*. Fred F. Kirkwood, formerly with Maclean-Hunter Publishing Corp., has joined the Toronto staff of Time International of Canada Ltd.



... moving up to a new circulation base of 6,000,000 at no increase in cost per thousand!

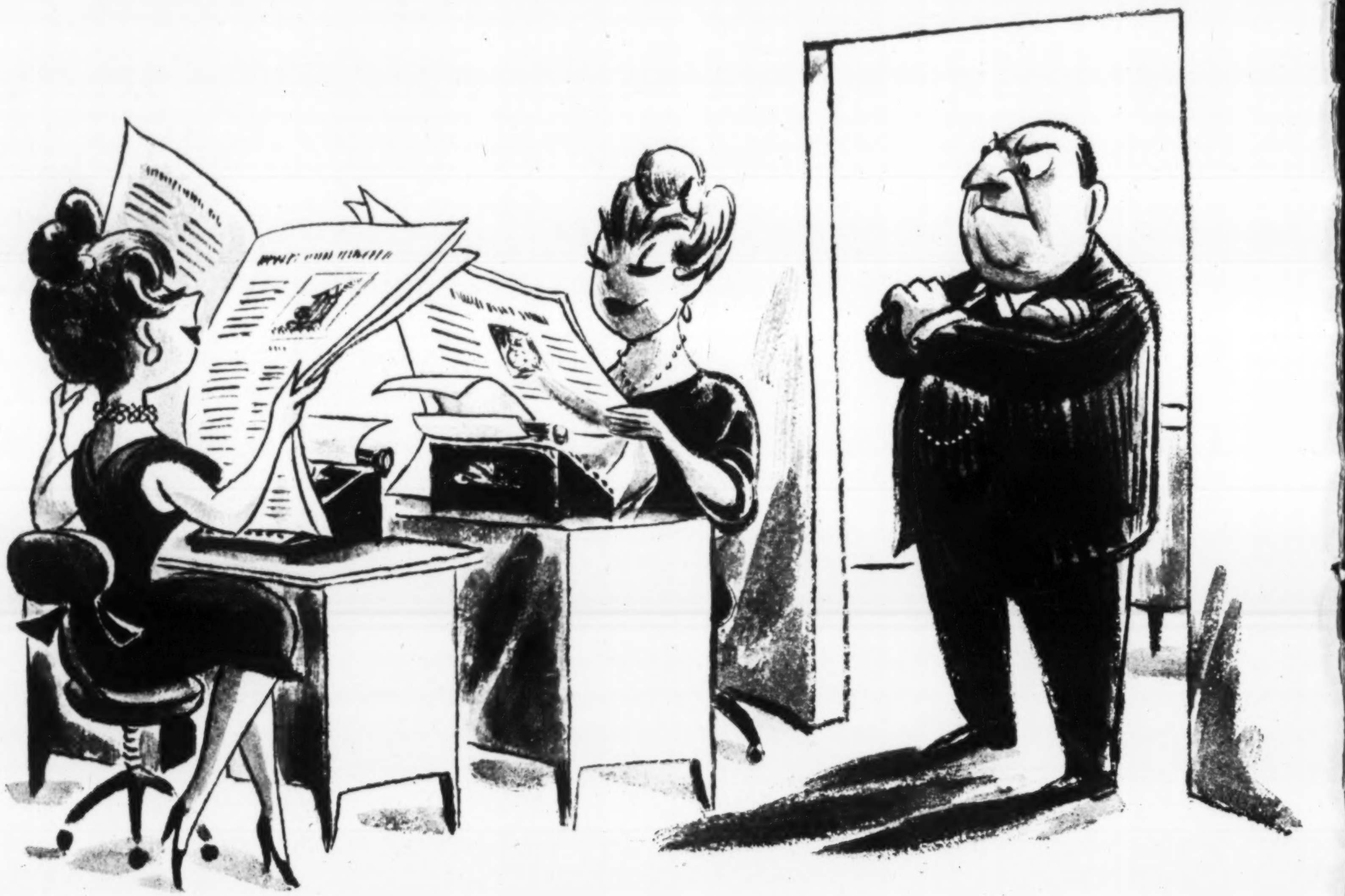
It's getting so you can't read a Post circulation chart without craning your neck. From a base of 5,200,000 this time last year... Post circulation has soared clear out of this world! We had a down-to-earth aim, we thought, in our 5,800,000 rate base starting this April. But circulation has already rocketed right by, the Feb. 14 issue hitting over 6,000,000*. So we've checked and re-checked, and here's the story: effective with the October 10, 1959 issue, our circulation rate base will be 6,000,000–and at no increase in cost per thousand! In terms of copies delivered–galloping galaxies!–it looks like we'll be orbiting the moon!

*Publisher's estimate

29 million times each issue, someone turns to your ad page in the Post: That's Ad Page Exposure!

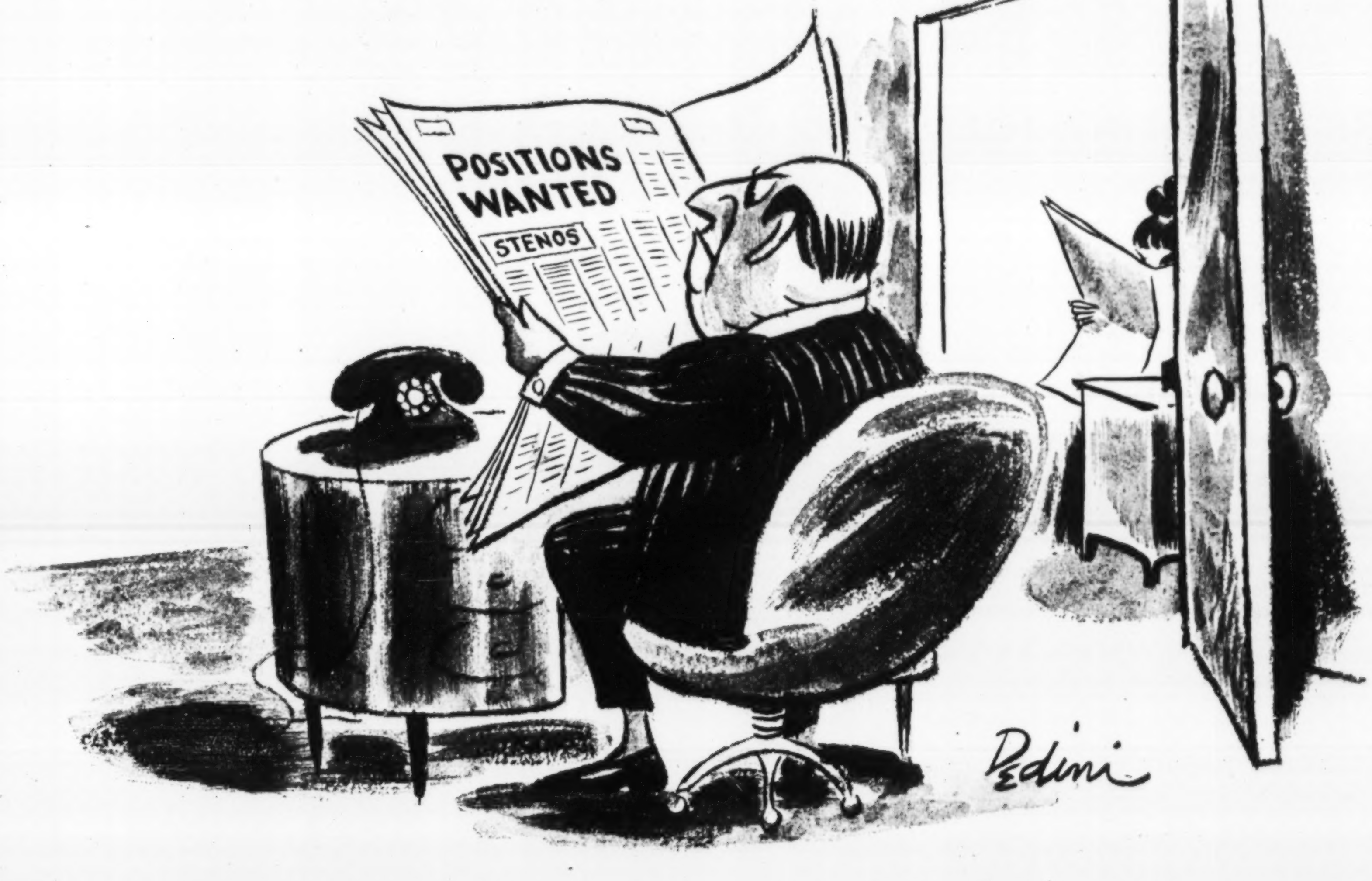
A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
–they tell the others!



More readers.......

THE TRIBUNE GETS 'EM



....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

Our 15th Agency Compilation

This week Advertising Age presents its fifteenth annual advertising agency issue, in which we look at the advertising agency business during the year just passed. We are glad to report that this issue is notable for two reasons: It carries reports on 560 agencies, by far the greatest number that has ever appeared. Of these, 488 are U. S. and Canada-headquartered agencies. The remaining 72 are agencies in various countries around the world, which appear in this tabulation for the first time, and thus make it truly a worldwide advertising agency compilation.

As most everyone knows, 1958 was not a record year in advertising, and the billings figures for individual agencies tend to bear this out. Many report losses, compared with the previous year, or relatively small increases. Only a handful show substantial gains, and in these instances the reason is likely to be consolidations and mergers.

Nevertheless, the trend toward bigness continues. This year's tabulation shows a $300,000,000 agency for the first time; it shows nine agencies (not counting the giant Japanese Dentsu) billing more than $100,000,000, as against only six the year before. It also shows—largely as a result of mergers—a shrinkage in the number of agencies billing $5,000,000 or more. There were 140 such agencies in 1957, but only 133 in 1958.

The profiles of individual agencies have been extended this year in an effort to make the material even more complete and valuable than it has been in the past. And we cannot go to press without extending our grateful thanks to the hundreds of advertising agency personnel and others who have been so helpful and so cooperative in helping us develop the material which we present here.

This Is Rank Discrimination

We hope National Rural Electric Cooperative Assn. is able to go ahead with the national advertising and public relations program which was discussed at the association's convention in Washington last week.

Anyone who remembers farm life as recently as 25 years ago knows the electric co-ops have a great story to tell. If the co-ops are to continue to have widespread national support, they must speak up for themselves. Through national advertising and public relations, the great national forum is available to them, and they need only to take the initiative and make use of it.

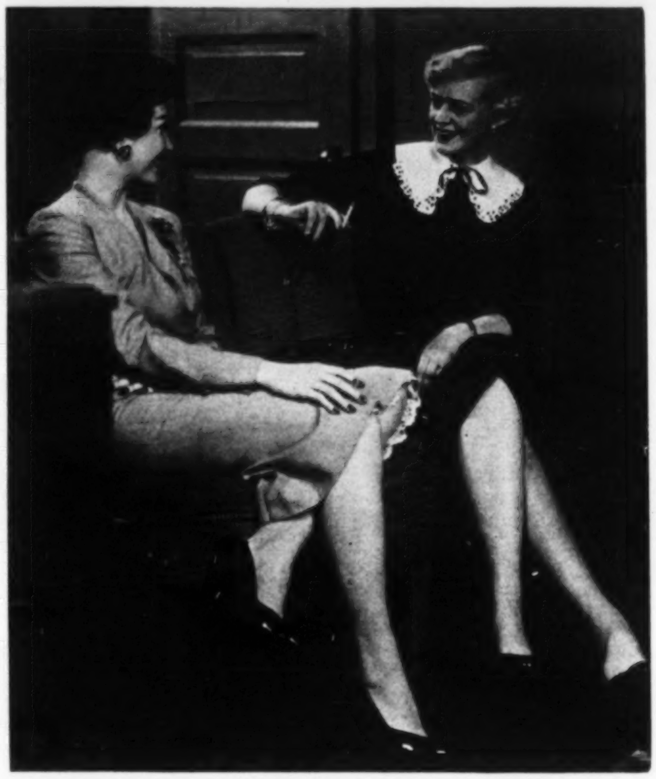
In this instance, however, there is one disconcerting factor which must disturb fair-minded people, including we are sure many of the most ardent champions of electric co-ops. We refer to the bizarre discrepancy that has been created by a patchwork tax system which punishes privately-owned utilities for conducting the same sort of public relations-advertising program which co-ops can operate on a tax-free basis.

The Federal Power Commission and the Internal Revenue Service may be correct in holding that public relations advertising used by private utilities to bring their point of view to the public cannot be considered legitimate business expense for tax or rate-making purposes under existing law. But if this is true, then the impending advertising and public relations effort of the electric co-ops demonstrates that this is a law which results in such obvious unfairness that it cries for amendment.

How can we tolerate tax regulations which result in a situation where two organizations, both selling the same product, are in such different circumstances when it comes to buying advertising to tell their story to the public? The private electric utility is asked to foot the bill from profit, after paying the government 52¢ out of each dollar of net income, while its competitor, the co-op, is entirely excused from federal income taxes and is able to divert its revenues to whatever purpose it pleases.

This is the most obvious form of discrimination.

Gladys the beautiful receptionist



—Edward Bozorth, St. Georges & Keyes, New York.

"He says it takes more than copy to make an advertisement—ask any art director."

Believability Wins

Having reported last week on the advertising agency man who wrote to the Vel agency about the believability of Vel commercials, we are pleased to report this week that our friend's letter brought him this reply from Donald A. Wells, general products manager of household products at Colgate-Palmolive:

"The Vel advertising that bothered you bothered us also and for the reasons you outlined—it was, frankly, unbelievable as it came off on tv; although as originally visualized it wasn't intended to be so. The problem was one of attempting to compress into one minute the action which normally takes place during a period of many minutes of soaking under normal dishwashing conditions.

"So, we have pulled the commercials and are running a campaign employing the same basic strategy (efficiency coupled with mildness), but with a visual presentation that is absolutely factual in its support of the claim . . .

"Thanks very much for your interest and your laudable position concerning honesty in advertising."

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

What They're Saying . . .

It's a Gamble in Panama

The "club system" is a special type of instalment selling peculiar to Panama. It's mainly used for records, small appliances and radios, although some of the "mueblerias" selling major appliances use it as well. Here is how it works: The dealer sells instalment plan tickets. The tickets coincide with the numbers in the national weekly lottery. If the customer's number comes out in the lottery, all future payments are canceled. Panamanians love to gamble. But, on the average, with the "club system," they pay about 90% over the cash price. No one seems to care.

—Richard G. Lurie, in a "Letter from Panama," American Exporter Publications Newsletter.

'Made for Women'

Advertising offers more opportunities for women than any other field I know of. It was made for women: Most of it focuses on women's interests—and it's right next door to fields in which women have long made a name for themselves.

—Margot Sherman, vp of McCann-Erickson, speaking at the University of Missouri School of Journalism.

Rough Proofs

George Abrams has left Revlon, and the identity of the company he is planning to join might be described as the $64,000 question.

•

Sleep-Eze is putting 75% of current sales into advertising, feeling that this is without doubt the most positive way to keep the prospects awake.

•

Representative Bob Wilson, of California, is an adman who wonders why this business is so apathetic about what goes on in the nation's capital.

The answer might be supplied by electing a few more Bob Wilsons to Congress.

•

The Department of Justice is investigating General Motors again, suggesting that maybe the corporation should be broken up.

Perhaps this is what they mean by the penalty of leadership.

•

Smith-Corona in Great Britain has found how to give wings to words by delivering its sales messages with live carrier pigeons which bring back the inquiries and orders.

•

Ben Hibbs, editor of *The Saturday Evening Post*, says business office interference with editors killed the Crowell-Collier magazines.

It's a wise advertiser who knows what the public doesn't want.

•

It's the usual 8 to 5 that the ad headlined, "How Biddle Advertising lost half of a $500,000 account," got better readership than if it had told how it won half of a $500,000 account.

•

New York state solons are trying to pass legislation requiring toy manufacturers to label their do-it-yourself kits "unassembled."

They could write a new version of " 'Twas the night before Christmas."

•

"Type is the face you turn to the public," the Advertising Typographers Assn. of America says.

And your type face is usually the only one the public ever sees.

•

Sterling Salt is real salty salt, says International, which recognizes the possibility that some salt may have lost its savor.

•

A copywriter, says Gordon White, "has the knack of giving personality to such products as corn plasters and corn starch."

To the owner of an aching corn, Blue Jay has become the symbol of assured deliverance.

•

A European advertising representative offers to sell space for U. S. publications in Yugoslavia, Germany, Italy and Russia.

Is the Iron Curtain being lifted a wee bit?

Copy Cub.

LEADERSHIP

During 1958 . . . .
the POST-DISPATCH
published *more*
GENERAL ADVERTISING
than any evening and Sunday
newspaper in the entire
United States
or Canada

ST. LOUIS POST-DISPATCH

FIRST IN CIRCULATION • FIRST IN READERSHIP • FIRST IN ADVERTISING

this Wonderful thing about families

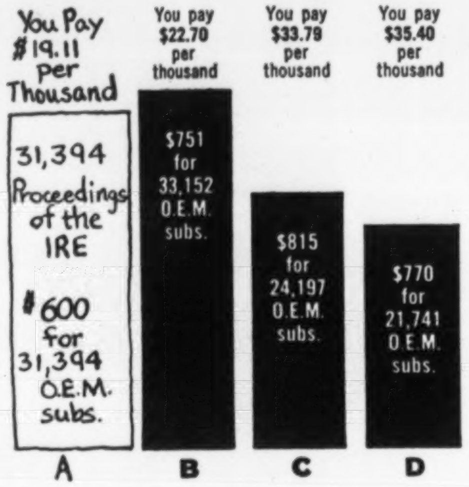
Church bells on the quiet air. Footsteps in the aisles. Then the solemn beauty of family voices lifted in prayer. The sounds of Sunday morning in America.

There is symbolism in a family at worship. For it is in the family that spiritual and moral values develop. In millions of homes, talk about religion and ethics is often inspired by the frequent articles on these subjects in Look Magazine. The whole family reads them because they are presented in moving terms of people—terms that stimulate the response, the involvement, of men and women and teenagers.

LOOK's audience of 27,900,000 readers is concentrated more among people in families with children than is the audience of any other major magazine. Through its accent on human values, the warmth and variety of its exciting story of people, LOOK has won a unique place in the minds and hearts of America's families. And it is the family that sets the pattern of American thought and action . . . that holds the key to enduring success for American businesses.

AMERICA'S FAMILY MAGAZINE ***LOOK****–the exciting story of people*

Compare Your Cost per Thousand O.E.M. Subscribers!



Magazine "B" is currently circulating a chart comparing its circulation in the O.E.M. market with magazines "C" and "D", completely forgetting magazine "A"—**Proceedings of the IRE.** With **Proceedings** you pay only $19.11 per thousand for original equipment manufacturers—a fact not to be ignored by today's economy minded media men. Remember, your dollars go further, your sales message works harder when it is in **Proceedings of the IRE!**

THE INSTITUTE OF RADIO ENGINEERS

Proceedings of the IRE

Adv. Dept. 72 W. 45th St., New York 36, N.Y.
MUrray Hill 2-6606
Chicago • Minneapolis • Boston
Los Angeles • San Francisco

ATTENTION!

Agency New Business Executives . . .

Many of the smartest agency executives in America—and 11 other countries—have critically examined SOLICITATION AND PRESENTATION TECHNIQUES for three days—and have promptly written checks for $190* for copies. Some buy *two* or *three.*

Purchasers include large, medium, and small agencies in practically every city in the U. S. and Canada—which means that *your* agency's keenest competitors are now using this indispensable working manual.

Why have so many paid so much for copies of this remarkable book? Because one hard look convinced them that its unique compilation of successful case-history experience, new business letters, and winning presentations (weight 8 pounds), would help them get new accounts.

Scores of enthusiastic unsolicited letters say it will help ANY agency get new business that consistently applies its proven methods and techniques—evolved by the champion agency "business getters" of the past 25 years.

The price (which, of course, is tax deductible) is equivalent to your agency commission on only $1267 in increased billing, and many of the sales letters and presentation materials included have helped acquire millions of dollars in new business.

Since it costs *nothing* to see and appraise this book's value to your agency, can you afford NOT to take a FREE look.

The coupon below will bring a copy by return mail for your examination and approval. Better mail it NOW!

**Price $200, less $10 if paid in 10 days.*

FREE THREE-DAY EXAMINATION. MAIL COUPON!

(Offer limited to recognized U. S. and Canadian agencies. Others, remit with order Full refund, if book is returned in good condition at end of three-day examination period.)

If after 3-day examination you decide not to purchase—just write "CANCEL" on our invoice and return book in good condition and you will owe us nothing.

The Advertising Workshop Inc.
117 West Harrison Street, Chicago 5, Illinois

I accept your FREE 3-DAY EXAMINATION offer.
(Please print—or type) AA 2-23-59

FIRM____________________

ADDRESS____________________

CITY__________ZONE___STATE______

If I keep this book, I agree to remit $190 within 10 days—or $200 within 30 days.

(Sign)____________________

Getting Personal

When *The Saturday Evening Post* ran a full-page ad in *The New Yorker* to wish a "Happy Valentine's Day to *Life* and *Look* . . . because it wouldn't be nearly as much fun without you," it didn't take *Look* long to respond in kind. **Don Perkins,** ad director, and **Vern Myers,** publisher, promptly posted their own valentine to **Ed Von Tress,** *Post* ad director. Their greetings consisted of the sheet music for " I Love You Truly" plus this bit of poesy: "May the *Post* ever float down the river of *Time* (or *Life*) like a well-corked bottle adrift in the Rhine. May roses stay red and violets blue and may we say we love you too." . .

Robert Gunder, ad director of Hamilton Watch Corp., is again a contributor to *Coronet*. His article, "It's About Time," a treatise on timepieces, appeared in the Feb. 17 issue. . . "Blue Door," an oil painting by **Charles Coiner,** vp in charge of the art department of N. W. Ayer & Son, and "City Children," an oil by **Thomas E. Yerxa,** Ayer art director, were among nine oils recently purchased by the Philadelphia Museum of Art for its permanent collection. . . .

A baby girl caused quite a stir at Gillham Advertising, Salt Lake City, Jan. 20—created a first-time father of staffer **Lon Richardson Jr.** and made a very proud grandfather of senior vp **Lon Richardson Sr. . . Bert Megowan,** president of Fisher Brewing Co., one of Gillham's largest accounts, not to be outdone, evened up the score at his house the next day with the addition of boy No. 2 in his family of four. . .

Vera Schulte, promotion manager of WCPO-TV, Cincinnati, won the $500 "Man with a Camera" promotion contest sponsored by ABC Films—and used her winnings to give a party for the station's personnel. . . . **Samuel Krasney,** pr director of Publicker Industries, has a new paper back mystery on the best-seller list. It's called "Morals Squad" and is based on experiences of the Philadelphia police. . .

TRAVELERS—*Roscoe Fawcett, vp and circulation director of Fawcett Publications, and Mrs. Fawcett, nearing the halfway point in their round-the-world trip, do some grass roots research in Auckland, New Zealand.*

Mr. and Mrs. **Al Bonk** became parents of their second daughter, who has been named Kimberly, on Jan. 20. The baby weighed 7 lbs., 3 oz. Mr. Bonk is assistant to the president of Roche, Rickerd & Cleary Inc., Chicago. . .

Jeanette LeBrecht, print media director of Cohn & Aleshire, is chairman of the Butterfly Ball, the 47th annual benefit of the Advertising Women of New York, set for March 6. **Eugenie Stamler,** print media director of Norman, Craig & Kummel, is head of ticket sales. . . **Alan F. Frank,** vp of Frank & Thomas Advertising, Salt Lake City, has been named "outstanding young man of the year" by the Junior Chamber of Commerce, of which he is 2nd vp . . .

It's a 6 lb., 10 oz. son, Gregory Scott, for Doris and **Shep Henkin,** director of advertising and sales promotion of the Universal Match Corp., St. Louis. Police sirens and flashing red lights whizzed them to the hospital, and young Greg was born four minutes after his mother arrived at the hospital door. His horoscope read: "You tend to leap before you look." . .

H. W. "Hank" Shepard, general manager of WAMP and WFMP, Pittsburgh, is one of 14 annual members elected by the United Fund Organization of Allegheny County. This honors his work last year as radio coordinator for the fund's radio-tv task force. This year Hank heads up the broadcasting activity in the Tri-State area for the Truth Broadcaster project of the Crusade for Freedom. . .

Ray Armbruster, creative director at Krupnick & Associates, St. Louis, is back at work after a coronary bout. . . **Roger W. LeGrand,** vp of the Cramer-Krasselt Co., Milwaukee, is associate publicity chairman for the Community Chest campaign in Milwaukee County. . . **Andrew W. Bellenot,** in the tv-radio department of Ted Bates & Co., New York, has a new son, Ronald Kevin, born Feb. 9. The Bellenots also have two daughters, aged 13 and 8. . .

James M. Cleary, a partner in Roche, Rickerd & Cleary, Chicago, has been appointed a Democratic member of the Illinois Public Aid Commission. . . **Lorenz Hansen,** radio-tv writer-producer with Gray & Rogers, Philadelphia, heads up the Fitler Square committee of the Center City Residents' Assn. of Philadelphia. . .

Lou Benincasa, on the New York sales staff of *Redbook*, is lecturing on marketing and advertising at St. John's University and Pace College. . . Two Hudson Pulp & Paper Corp. executives, **Lester D. Arstark** and **Murray Gross,** are lecturers at the Bernard Baruch School of Business, City College, New York. Mr. Arstark, Hudson's director of communications, is teaching sales promotion; Mr. Gross, product manager, is heading a course on marketing. . .

1ST ST.
200 W.
THE TIMES

The New Year's Day Parade on First Street in Los Angeles is 4 Years Long

In certain parts of Los Angeles, New Year's Day means roses, beauty queens, and pigskin heroics.

But here on First Street, The Times has an annual New Year's Day parade all its own.

Media Records keeps leading the band . . . latest instance being the year-end report for 1958 on all U. S. newspapers.

For the fourth year in a row, The Times was first in total advertising with 65,378,199 lines . . . 9,340,566 more than the second newspaper.

And the habit goes even deeper. Media Records tallies The Times first in retail advertising, for the fourth year . . . first in classified advertising, for the sixth year . . . first in financial advertising, for the second year.

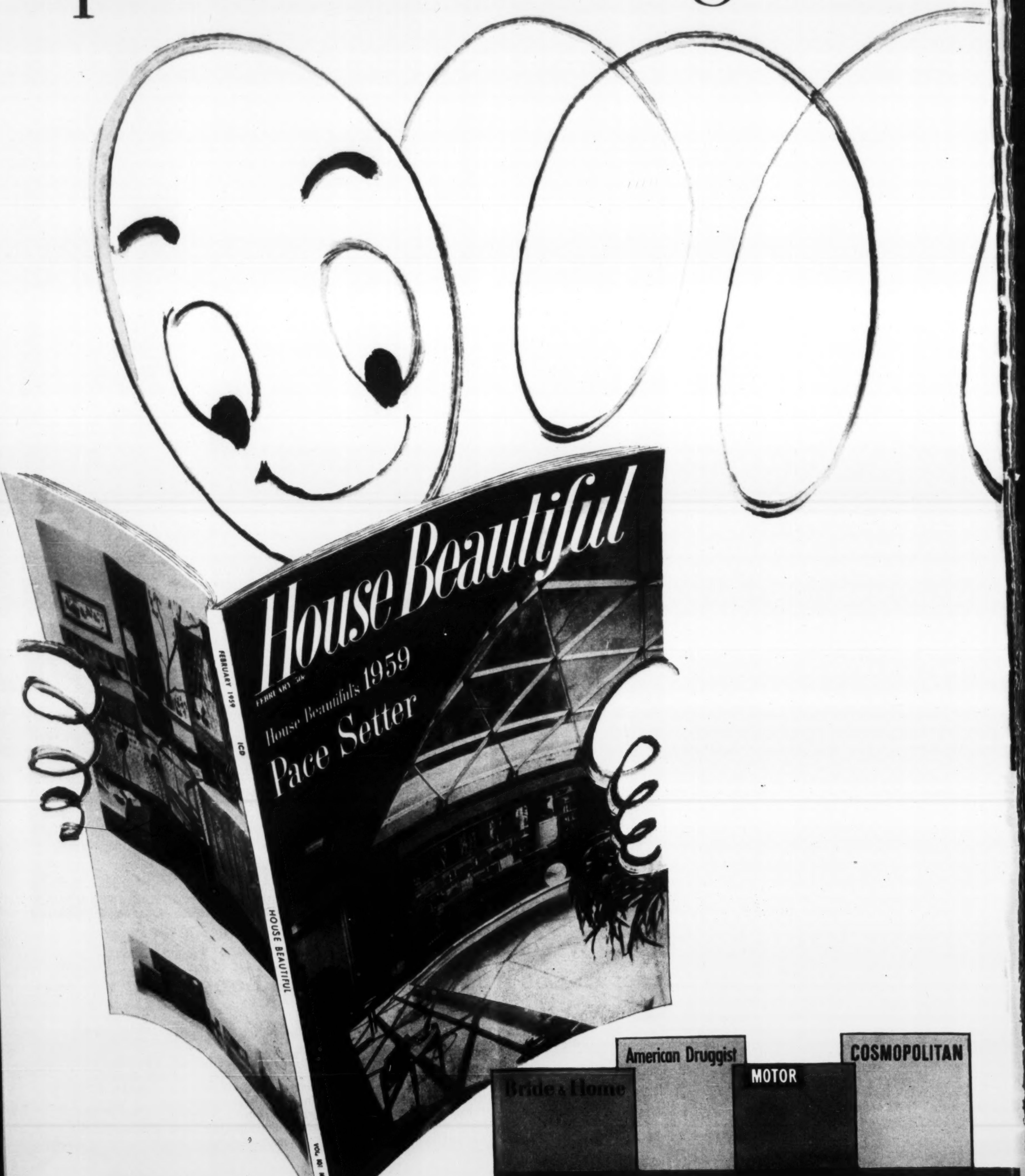
Apparently, our readers enjoy this parade, too. For The Times goes to more homes, more upper-income families, more two-car families, more professional and executive households than any other Los Angeles metropolitan newspaper.

First in the nation, first in Los Angeles – it's getting to be a habit with The Times, and one we have no intention of breaking here on First Street in Los Angeles.

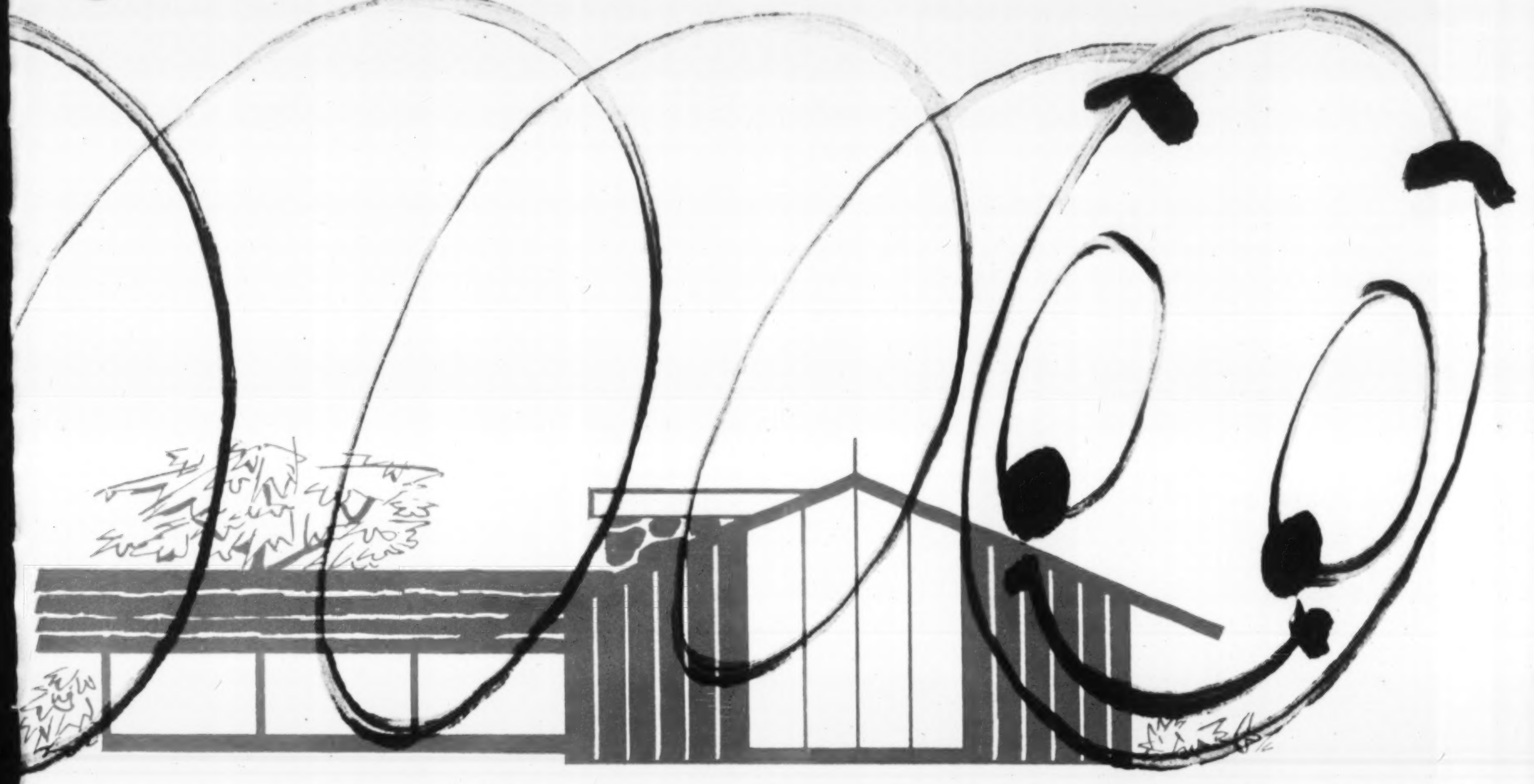
First in the nation's No. 2 market **Los Angeles Times**

Represented by Cresmer and Woodward, New York,
Chicago, Detroit, Atlanta, and San Francisco

Special interest magazines


House Beautiful
FEBRUARY 50c
House Beautiful's 1959
Pace Setter
FEBRUARY 1959
ICD
HOUSE BEAUTIFUL
VOL 101 NO 2
Bride & Home
American Druggist
MOTOR
COSMOPOLITAN

get *ACTION!*



"Build it!" they said—and action made a dream come true

"Home" is an *action* word to millions of Americans. It is not only the fulfillment of a dream—but the beginning of a new consumer life.

When *House Beautiful* ran 37½ pages on the Scholz Homes "Mark 58" promotion—the response sparked *action* among more than 30 national manufacturers and 80 builders all across the country.

Action? Over two *million* people visited Scholz model houses since the opening last June. More than 700 homes were sold to buyers. "Never anything like it in our experience with magazines," writes Donald J. Scholz, President of Scholz Homes, Inc.

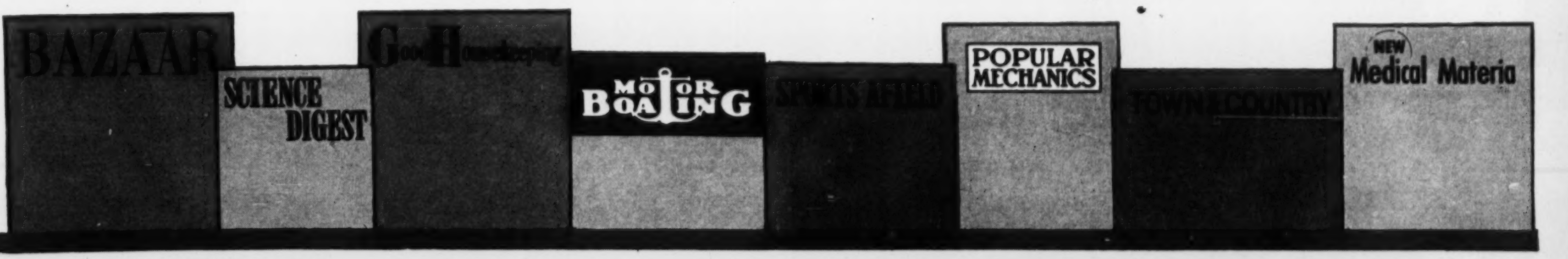
Pre-sold prospects: Like all Hearst Special Interest Magazines, *House Beautiful* delivers an audience of pre-sold prospects (700,000)—not just suspects.

There is no waste here. A special interest magazine is tailored to its market. Reader and advertiser share a common interest—speak a common language. And advertising is surrounded with a climate of acceptability that offers a tail wind for sales *at the local level.*

So if you want *action* in terms of sales, look to the medium that is geared for *action,* saleswise. For advertising dollars work hardest where interest is greatest—and readers of Hearst Special Interest Magazines are already sold . . . only need to be told!

Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!



© 1959 by The Hearst Corporation

Hearst Magazines Get Action!

HOW DO YOU KNOW WHEN THE MELON'S RIPE?

Anybody can thump a watermelon, but it takes experience to know when it's ripe. Right now, the juicy farm store field is ripe for a publication all its own—*Farm Store Merchandising*. The market's a juicy $22 billion. Wouldn't you like a slice?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

Sheaffer Pen Promotes Three

W. A. Sheaffer Pen Co., Fort Madison, Ia., has made three promotions in its international division. Karl F. Dinnauer, formerly managing director of foreign sales, has been appointed marketing director, international operations. John Wise, formerly field director, has been named sales manager and Charles Rupert, previously assistant to Mr. Dinnauer, has been named advertising and merchandising manager.

Ansul Opens Foreign Unit

Ansul Chemical Co., Marinette, Wis., has formed a foreign-based subsidiary to develop its foreign markets. The new company, Ansul International Corp., S.A., has already begun handling distribution of Ansul products to foreign countries. Operating the new subsidiary will be L. T. Plouff, vp and general manager, and H. C. Higley, vp, sales manager and secretary.

Sorgatz to Perini-Westward

George F. Sorgatz Jr., until recently head of his own agency in Miami, has been appointed director of advertising and public relations of Perini-Westward Developers, which is building a $500,000,000 "city-within-a-city" on an 8½ square-mile tract within West Palm Beach, Fla. Before moving south, Mr. Sorgatz was with Ogilvy, Benson & Mather.

Sullivan Co. Joins NAAN

Daniel F. Sullivan Co., Boston, has been elected to membership in the National Advertising Agency Network. NAAN now has members in 30 top marketing areas in the U.S. and Canada.

Use of Cash-Carry Units by Wholesale Grocers Is Growing

CHICAGO, Feb. 17—Cash and carry units, which wholesale grocers began operating in order to shunt small orders away from their main warehouses, have grown into established, profit-making enterprises.

Members of the National-American Wholesale Grocers' Assn. confirmed this fact as they met here last week for a special conference on cash and carry concepts—the first such meeting the group has held.

The exact number of cash and carry units in operation in the U. S. and Canada is not known, the association says. A report by Daniel J. Bartz, of Frazer & Torbet, Milwaukee, says 50 members of the association operate a total of 180 such units. Of those units, 80 whose figures were reported averaged $460,000 annual dollar volume last year. Of the 80, 15 have been in business for ten years or more, and these units showed an aggregate dollar volume increase of 37% since 1948.

The gross profit margin of all the reporting cash and carry units averaged 6.2% of net sales, Mr. Bartz said.

■ "The fundamental objective in operating cash and carry outlets," he said, "is to provide a source of supply for orders which cannot be economically processed through the main warehouse. Transfer of the smaller size and 'will call' orders permits the main warehouse to concentrate on large orders at lower operating cost.

"Another equally important objective," Mr. Bartz noted, "consists of providing growth-minded small-volume stores with a means of fulfilling their needs at a reasonable competitive price, permitting them to remain in business and compete with larger markets."

Promotion of the cash and carry operations to retailers, NAWGA members said, is done primarily through regular mailings, which often feature specially priced merchandise.

Those attending the conference spent a good amount of time discussing promotions for their cash and carry units, indicating they no longer feel the units serve merely to isolate "bothersome" small orders from the main warehouse.

■ Charles Hill, of Hannaford Bros. Co., Portland, Me., listed six steps to a successful cash and carry promotion sale: (1) Have a firm idea of what the promotion is supposed to accomplish; (2) see that high-profit items are well stocked, as well as low-profit merchandise; (3) alert personnel to the purpose and goals of the promotion; (4) use two or three advance mailings to retailers telling of the promotion; (5) clean and prepare the warehouse and (6) follow up with a survey of personnel to learn how the next promotion can be improved. #

Penn Garment to Segall

Penn Garment Mfg. Co., Philadelphia, has named I. J. Segall Advertising, New York, to handle advertising for its Barba Dee line of dresses.

Official Names Fuller

Don Fuller, formerly with ABC Television, has been appointed southwestern representative of Official Films, tv syndicator, New York.

Blaw-Knox Names Alexander

Bruce Alexander, formerly of Blaw-Knox Co.'s chemical plants division, has been named manager of advertising and marketing services of Blaw-Knox, Pittsburgh.

*Proof of Acceptance**

NOW WCCO RADIO HAS MORE LISTENERS THAN ALL OTHER MINNEAPOLIS-ST. PAUL STATIONS COMBINED!

WCCO Radio also delivers . . .

***LOWEST COST PER THOUSAND** . . . Exactly half of the average of all other stations

***MORE ADULTS** . . . WCCO Radio is the solid leader with a 60.1% share of the adult audience. That's 50% more than all other stations combined!

***GREATER METRO AREA DOMINANCE** . . . WCCO Radio shows its overwhelming strength with 399 quarter-hour wins. Four times more than all other stations combined!

Nothing sells like acceptance . . .* **WCCO Radio

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, Nov.-Dec., 1958

Westerners who live with Sunset

THE ADMIRAL'S VERY MUCH AT HOME

(At Latitude 38° Longitude 122°)

When the Pacific's wars were done, Admiral and Mrs. Chester Nimitz were very happy to return to the more tranquil life of their beloved Berkeley, California. That's Latitude 38°, Longitude 122°—a far haul from the distant islands where the Admiral fought his historic battles of World War II.

Admiral and Mrs. Nimitz live in a Spanish-type home, surrounded by spacious gardens, which are a constant pride. Actually, it could be called a Sunset-type home, for Admiral and Mrs. Nimitz are devoted practitioners of the Sunset way of living.

As a matter of record, Admiral and Mrs. Nimitz have been Sunset subscribers since 1926. Mrs. Nimitz, by her own testimony, is an ardent clipper-and-keeper of Sunset articles. Her chief interests: cooking, gardening, travel. From the accumulations of her scrap-book come many ideas to enhance a gracious hospitality, a graceful manner of living.

Sunset people everywhere (meaning all the West and Hawaii) are discriminating people. They live in (and own) the finest homes, entertain in the best of taste, maintain their gardens with endless pride, travel for pleasure and business far more than most people. In all these matters, they look to Sunset as their gospel book of Western living.

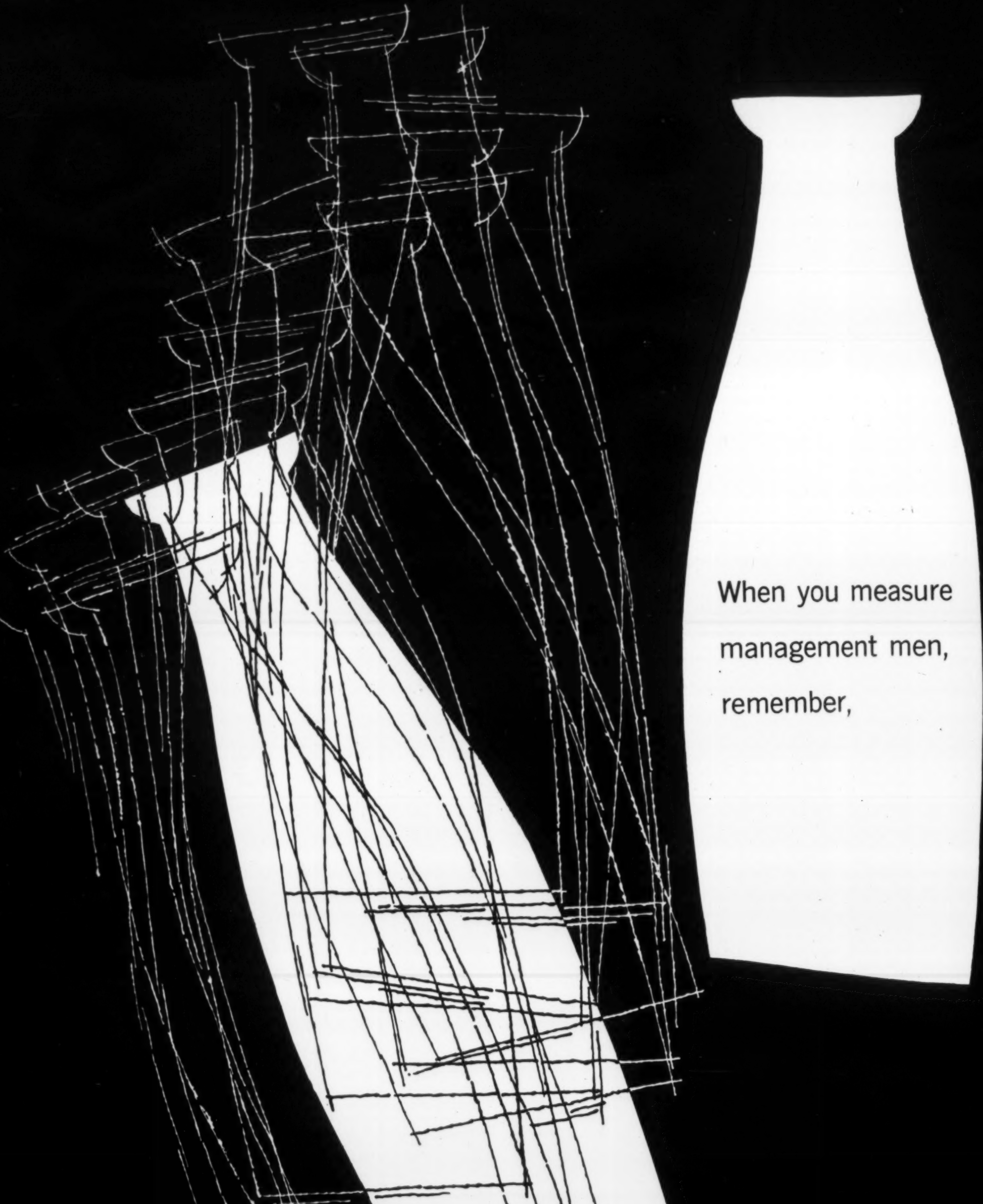
Like the Admiral and his lady, they are staunchly loyal to Sunset. It is the magazine that helps them do the things they *want* to do: to enjoy the best in Western living.

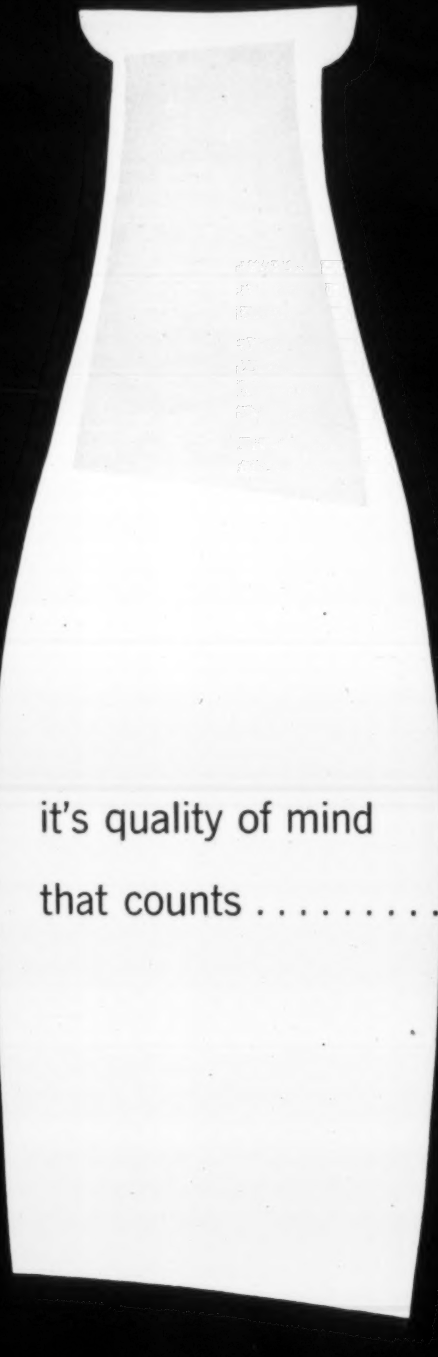
This explains why Sunset is the *reading habit* and *buying guide* of more than 1,900,000 primary adult readers in the West. This is quite a selective audience of influential families: the people who run their towns, the people who do things. And what they do, in matters of living, gardening, cooking and traveling, is not only *influenced* by, but usually *prompted* by, Sunset.

Sundial in the Nimitz garden was designed and presented by Fred H. Hagner, a shipmate aboard the Admiral's first ship, the U. S. S. Ohio.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE PUBLISHING CO., MENLO PARK, CALIFORNIA


When you measure
management men,
remember,



it's quality of mind that counts . . . .

Quality of mind makes all the difference. It makes a difference in the kind of readers a magazine has and certainly in the kind of readership it gets.

It is one of the underlying reasons why most of FORTUNE's subscribers request that their copies be home delivered. Away from the distractions and demands of the office they can read in quiet concentration.

It makes a difference for management advertising, too. For when a man is reading about business, he's thinking about business—his own. What better time is there to tell him what your product can do for him?

Advertisers who have tried it tell us . . .

FORTUNE gets results.

SHERATON

HOTEL RESERVATIONS
Coast to Coast in the U. S. A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700
CHICAGO—WHitehall 4-4100
DETROIT—WOodward 1-8000
LOS ANGELES—DUnkirk 2-7171
SAN FRANCISCO—EXbrook 2-8600
PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
ATLANTIC CITY
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N.Y.
(Opens early 1959)

MIDWEST
CHICAGO
DETROIT
CLEVELAND
CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE
DALLAS
(Opens early 1959)
AUSTIN
MOBILE, Ala.

WEST COAST
SAN FRANCISCO
LOS ANGELES
PASADENA
PORTLAND, Oregon
(Opens fall 1959)

CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

Gero Advertising Reports It Passes $1,000,000 Mark

"In this era of agency mergers, when ever-increasing bigness through consolidation of companies seems to be the keynote, it is heartening to see agency growth unaccompanied by mergers."

So says Gero Advertising, Paterson, N.J., in reporting that it has now passed the $1,000,000 mark in billings. Started in 1948 by George Gero, the agency now has 14 employes. A service office was opened in New York two years ago.

Name Schmidt Ad Director

Don Schmidt, in the ad department of International Molded Plastics, Cleveland, has been named advertising manager. He will handle the company's three dinnerware divisions—Brookpark, Arrowhead and Premium—as well as its industrial division, Structoglas, manufacturer of fiberglass reinforced plastic panels.

Statistics Don't Tell Consumer Wants: Johnston

Labatt Exec Says Poorer Consumers Upgrade Buy, Rich Downgrade Theirs

BUFFALO, Feb. 17—Marketing people "must think in terms of him or her—not them."

This advice was given here last week before 340 persons at a National Advertising Week luncheon sponsored by the Greater Buffalo Advertising Club and the Advertising Women of Buffalo.

The old social-economic groups are out of date and "nothing is any longer exclusive to the rich," W. K. Johnston, sales and advertising manager, John Labatt Ltd., Toronto brewer, declared.

"Man, the consumer, has become a classless individual," he declared.

"In his desire for individuality and the ability to achieve it lies the greatest single force that will influence western civilization for years to come—and herein lie the greatest opportunities for marketing men," Mr. Johnston asserted.

■ "If we continue to think in terms of the mass market, we will miss the opportunities completely," he said.

He urged a search for "hidden differences" in individuals that affect motivation and emphasized: "We will not find these differences in personal income statistics or location of house or age of it. They will be found, if at all, through the use of sociological and psychological sciences."

Mr. Johnston maintained that most families manage to live in much the same manner, regardless of personal income. He set $7,000 a year as an average "living level," explaining: "If the head of the household makes less, another member of the family works to bring up the income, members of the family engage in do-it-yourself activities to bring their comforts to average level or the family buys second-hand goods, cars, refrigerators, furniture to make their possessions equal to those of their neighbors in a higher income bracket."

Mr. Johnston also listed the forces that bring families with higher incomes down to the hypothetical $7,000 level:

"The man's wife doesn't work; his taxes are killing him; he buys a new car every other year; he hires painters and carpenters to do his work." #

'Sports Illustrated' Keeps Rate; Offers Florida as Bonus

Sports Illustrated has issued rate card #7, effective with the April 20 issue, in which no change in ad rate or circulation guarantee is made from rate card #6. Page rate, based on one-time frequency, continues at $5,355, with circulation remaining at 850,000. Advertisers in the eastern regional edition will be offered Florida circulation as a bonus in three of four issues, with the fourth issue to be included as part of the southern regional edition.

Simmons Appoints McCann

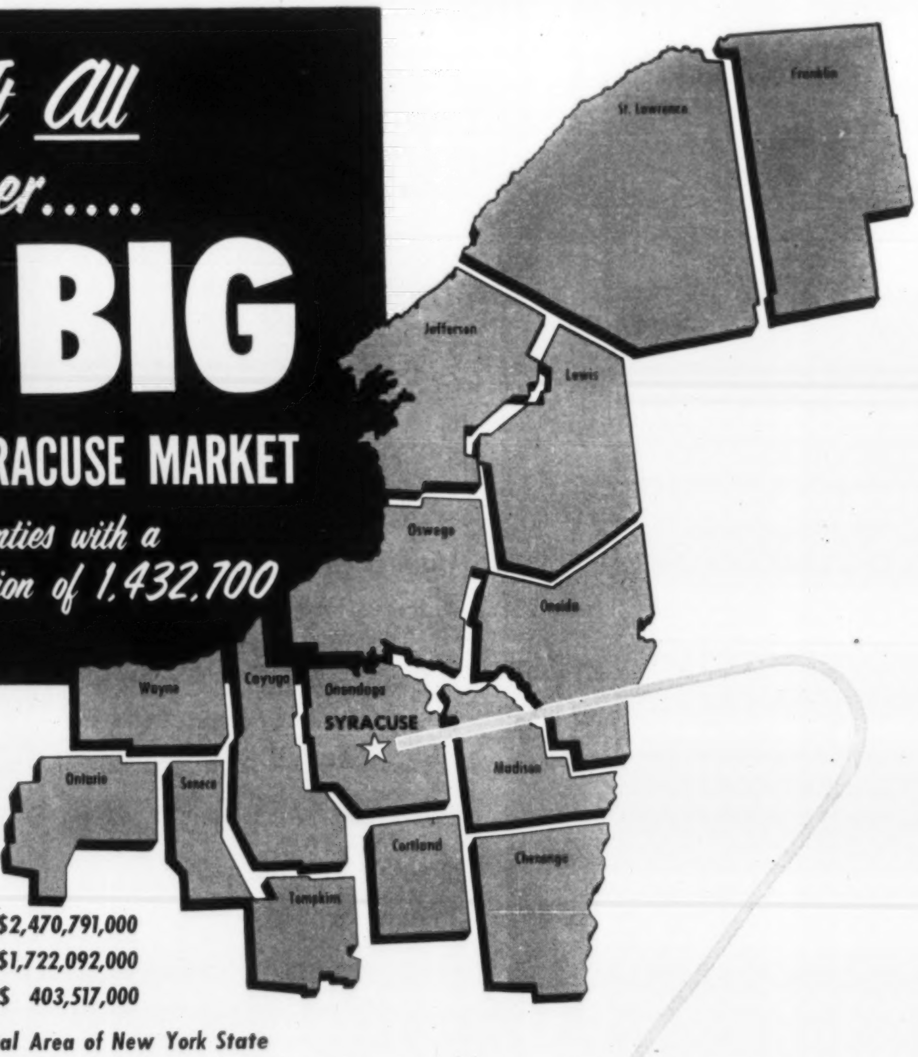
Simmons Co., New York, has appointed McCann-Erickson, New York, to handle advertising for its Hide-a-bed sofas and all upholstered products made by its new living room division. Young & Rubicam, which previously handled all Simmons advertising, will continue as the agency for the mattress division. McCann has handled Simmons in foreign markets for a number of years.

Put It All Together.....

IT SPELLS BIG

The*SYRACUSE MARKET

15 Counties with a population of 1,432,700



- *Buying Income $2,470,791,000*
- *Retail Sales $1,722,092,000*
- *Food Store Sales ..$ 403,517,000*
- *One-Third of the Total Area of New York State*

And there's a single, efficient way to sell *ALL* this big market. The SYRACUSE NEWSPAPERS deliver 100% saturation coverage of metropolitan Syracuse plus effective coverage — up to 76% — in the 14 surrounding counties.

When you budget for the SYRACUSE MARKET — think about *ALL* of it — capture it with the SYRACUSE NEWSPAPERS' *total-sell*-ability! No other combination of media will do a comparable job at a comparable cost.

AMERICA'S Best TEST MARKET

*Results of Selling Research, Inc. latest Test Market Survey

FULL COLOR AVAILABLE—DAILY AND SUNDAY

Represented Nationally by
MOLONEY, REGAN & SCHMITT

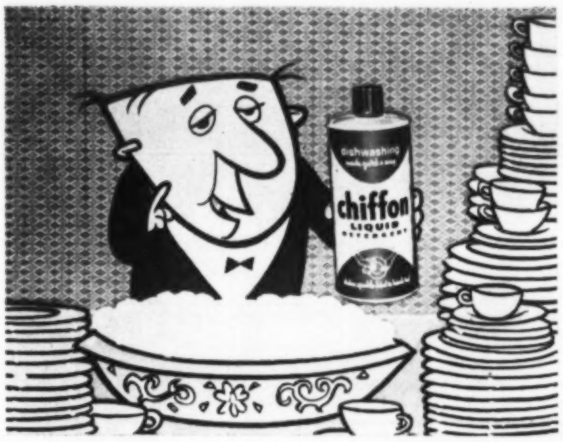
the SYRACUSE NEWSPAPERS

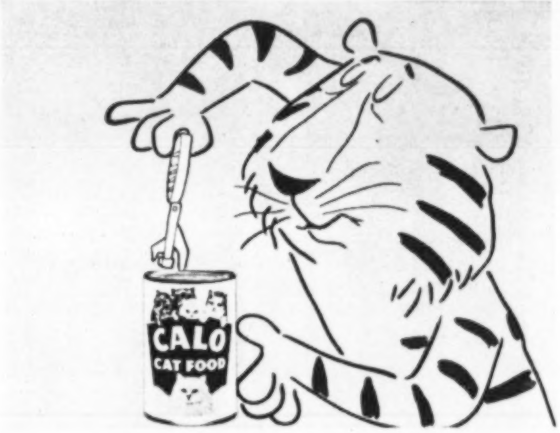
HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

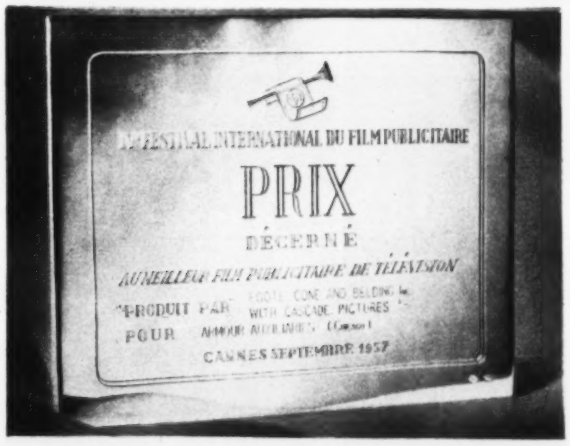
THE POST-STANDARD
Morning & Sunday

ABC CIRCULATION: Combined Daily 241,159 Sunday Herald-American 205,658 Sunday Post-Standard 109,060

1957 | 1958







[illegible] FESTIVAL INTERNATIONAL DU FILM PUBLICITAIRE

PRIX

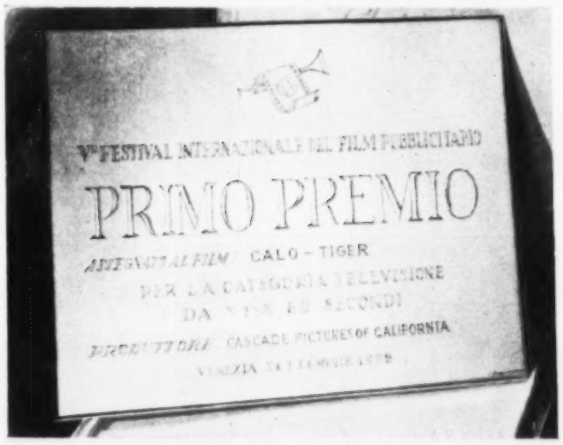
DÉCERNÉ

AU MEILLEUR FILM PUBLICITAIRE DE TÉLÉVISION

PRODUIT PAR FOOTE, CONE AND BELDING Inc. WITH CASCADE PICTURES

POUR ARMOUR AUXILIARIES [illegible]

CANNES SEPTEMBRE 1957



V° FESTIVAL INTERNAZIONALE DEL FILM PUBBLICITARIO

PRIMO PREMIO

ASSEGNATO AL FILM CALO – TIGER

PER LA CATEGORIA TELEVISIONE

DA [illegible] SECONDI

PRODUTTORE CASCADE PICTURES OF CALIFORNIA

VENEZIA SETTEMBRE 1958

JUDGED

"Best in the world!"

For the second consecutive year we take great pride in the announcement that a commercial film for television produced by Cascade Pictures of California, Inc. for the Foote, Cone & Belding Advertising Agency has won the first award at the International Film Festival.

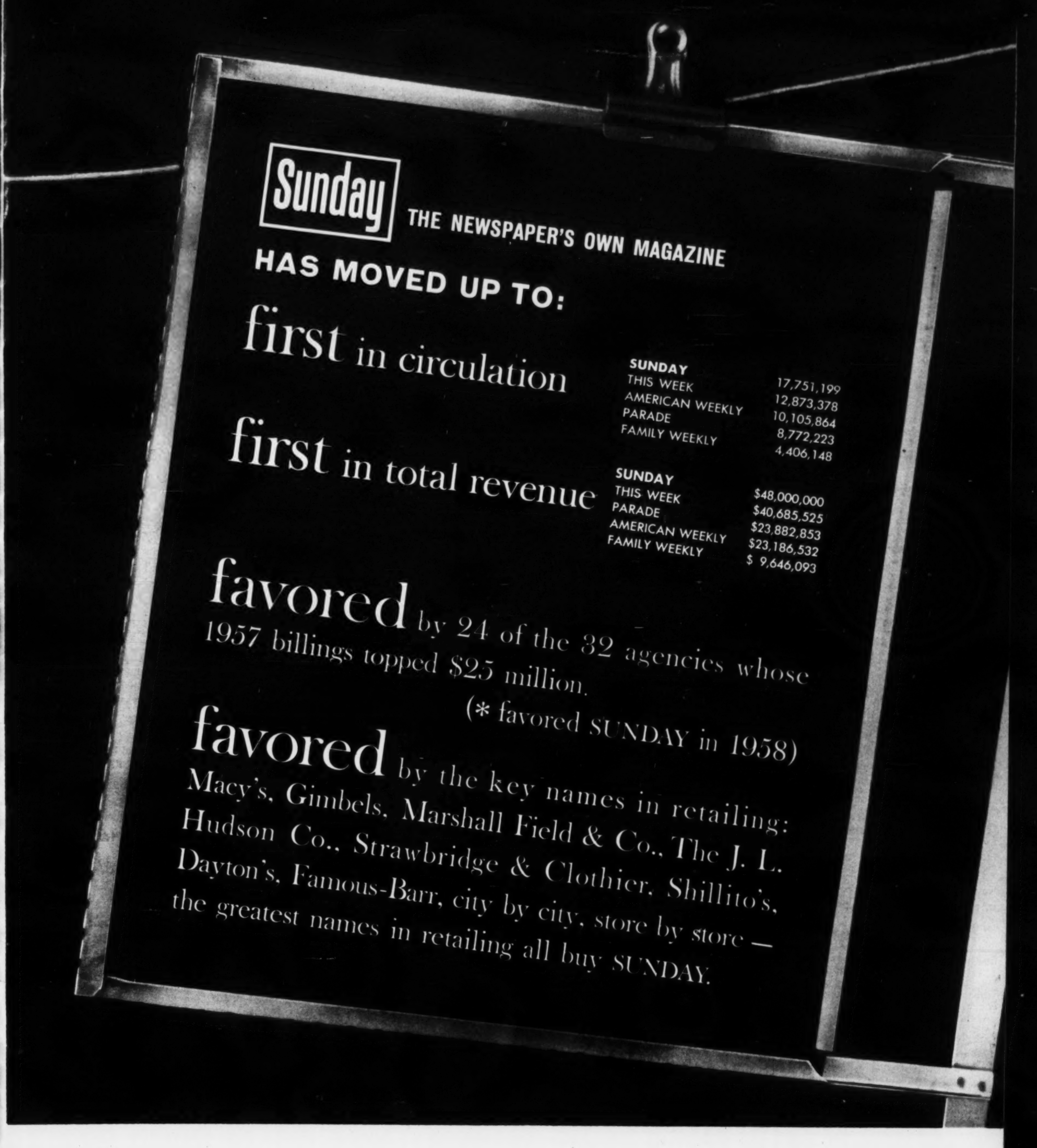
cpc CASCADE PICTURES OF CALIFORNIA, INC.
1027 North Seward Street • Hollywood 38, California

X-ray
of a
healthy medium

more people read **Sunday** TM

Over 17,000,000 ABC Circulation

Sales Offices: 260 Madison Avenue · N. Y. 16 · MUrray Hill 9-8200 · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO



Sunday THE NEWSPAPER'S OWN MAGAZINE

HAS MOVED UP TO:

first in circulation

SUNDAY	17,751,199
THIS WEEK	12,873,378
AMERICAN WEEKLY	10,105,864
PARADE	8,772,223
FAMILY WEEKLY	4,406,148

first in total revenue

SUNDAY	$48,000,000
THIS WEEK	$40,685,525
PARADE	$23,882,853
AMERICAN WEEKLY	$23,186,532
FAMILY WEEKLY	$ 9,646,093

favored by 24 of the 32 agencies whose 1957 billings topped $25 million.

(* favored SUNDAY in 1958)

favored by the key names in retailing: Macy's, Gimbels, Marshall Field & Co., The J. L. Hudson Co., Strawbridge & Clothier, Shillito's, Dayton's, Famous-Barr, city by city, store by store — the greatest names in retailing all buy SUNDAY.

than any other magazine

* J. Walter Thompson Company • McCann-Erickson, Inc. • Young & Rubicam, Inc. • Batten, Barton, Durstine & Osborn, Inc. • N. W. Ayer & Son, Inc. • Ted Bates & Company, Inc. • Foote, Cone & Belding • Benton & Bowles, Inc. • Grant Advertising, Inc. • Kenyon & Eckhardt, Inc. • Leo Burnett Company, Inc. • Dancer-Fitzgerald-Sample, Inc. • Erwin Wasey, Ruthrauff & Ryan, Inc. • Compton Advertising, Inc. • Kudner Agency, Inc. • William Esty Company, Inc. • Cunningham & Walsh, Inc. • Lennen & Newell, Inc. • Grey Advertising Agency, Inc. • D. P. Brother & Company • Sullivan, Stauffer, Colwell & Bayles, Inc. • Campbell-Mithun, Incorporated • Needham, Louis and Brorby, Inc. • Donahue & Coe, Inc.

M59

EWRR's Wachter Joins Knox Reeves as VP March 1

MINNEAPOLIS, Feb. 17—Fred Wachter, exec vp and general manager of Erwin Wasey, Ruthrauff & Ryan's eastern division, New York, has resigned and will join Knox Reeves Advertising on March 1 as vp and account supervisor.

Fred Wachter

He will be account supervisor on the Mars candy account.

Mr. Wachter joined Erwin, Wasey & Co. in Chicago in 1943—starting as a copywriter. Prior to that, he spent ten years with General Electric Co. in Chicago.

At Erwin, Wasey, Mr. Wachter was appointed a vp and creative director in 1952 and in 1955 he became general manager of the Chicago office. When the agency merged with Ruthrauff & Ryan in 1957, he became general manager of the Chicago office and a year later his responsibilities were enlarged to encompass the entire eastern division. #

Doner Adds Account: Boosts Two, Names Two

Ottenheimer Publishers, Baltimore book publisher, has appointed W. B. Doner & Co., Philadelphia, to handle its advertising. Consumer magazines, trade and educational publications are the publisher's primary media.

The agency, meanwhile, has promoted two staffers and appointed two others. John McCullough, formerly art director, has been named creative director, and Paul Dietz, formerly an account executive, has been placed in charge of new business. Tom Hagner, formerly an account executive with Radio Station WCBM, Baltimore, has joined the agency as a media buyer and Marilyn Coleman has joined Doner as a radio-tv writer.

Arvin Industries Moves from Roche, Rickerd to Ruben

Arvin Industries Inc., Columbus, Ind., manufacturer of automotive parts, as well as many consumer products, including radios and phonographs, fans, room heaters, outdoor furniture, barbecue grills and ironing tables, will change its advertising account, effective June 1, from Roche, Rickerd & Cleary, Chicago, to Ruben Advertising Agency, Indianapolis.

The account has been handled by Roche, Rickerd & Cleary for the past 12 years. The Ruben agency has done specialized work for Arvin over a period of several years.

Geoghegan Joins Rogers

William C. Geoghegan, formerly advertising director of Gunther Brewing Co. and vp of Bryan Houston Inc. and Compton Advertising, has joined James B. Rogers Associates, Baltimore agency, as a vp.

SMALL
runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.
Put Punch in Point-of-Purchase

Barnet and Reef Organize New International Company

Barnet & Reef Associates, a new company offering public relations and marketing services in the international field, has been organized in New York (at 445 Park Ave.) by Sylvan M. Barnet Jr. and Arthur Reef. The company will also operate a subsidiary, PR International Inc.

Mr. Barnet, the president of the company, was formerly director of the *New York Herald Tribune* Syndicate & News Service and before that, was general manager of the *Herald Tribune's* Paris edition. Mr. Reef was formerly director of Ruder & Finn International, a division he organized for the public relations company in 1956.

Gordon & Hempstead Adds 2

Gordon & Hempstead, Chicago, has added two new accounts—Northwest Inc., Renault car distributor in five states, and Prudential Wares, Milwaukee, a division of Ekco Corp., Chicago. To handle the Renault business, the agency has effected a working agreement with D. C. Caslin, Seattle. Gordon & Hempstead also has named William (Bill) Nelson, formerly with WLS, Chicago radio station, director of radio and television activities.

NBC Adds KSUB

Latest CBS radio station to switch to NBC since CBS converted to a barter setup is KSUB, Cedar City, Utah. Others which have moved from CBS to NBC are WRVA, Richmond, WKNE, Keene, N.H., and WSAN, Allentown, Pa.

Two Name Ver Standig

Federal Publications Inc., publisher of *Government Contractor* and *Government Contracts Citator*, and Peoples Gas Stations Inc., both Washington, have appointed M. Belmont Ver Standig Inc., Washington, to handle their advertising.

Big British adverti
more big Amer

Mather & Crowther of London
operate all over the world but with the emphasis on U.K., Europe and the Commonwealth

There are a few fine American agencies in London but their services may be pre-empted in your field or you may prefer to have a British agency anyway. Mather & Crowther, founded 1850, is the fourth largest British agency in the world. Central London, one office, no branches. Our organisation, methods and philosophy are indistinguishable from the best American. Most clients are British (we have 7 Unilever accounts) but we do handle T.W.A., Ronson, T.C.A., Kensitas Cigarettes, Singer Sewing Machines and Encyclopædia Britannica. So, many of us commute, transatlantically. In England we don't have Vice-Presidents. Just Directors. All 12 work (supervising 44 Account Executives). Each Director has his own portfolio of accounts and each directs one or more service departments. Thus any Director cross-pollinates every account.

There's nothing like keeping good company

We don't have many accounts. We do have many blue chip accounts. We don't specialise. Our strongest lines are packaged goods (groceries, drugs, confectionery, toiletries, cosmetics) transportation, and generic goods and services advertised co-operatively by the whole industry — milk, eggs, road transport, fruit, coal, electricity, fish. Here are some of our larger accounts. We also advertise the London Zoo — for fun. Why not? We've got a Panda. Have you?

Groceries
Unox Luncheon Meat*
Batchelors Peas*
Magic Margarine*
Tetley's Tea Bags
H.P. Sauce
Lea & Perrins Sauce
Gray Dunn Biscuits

Confectionery
Pascall
Bassett's Liquorice Allsorts

Chain Stores
Mac Fisheries*
Jaeger (clothing)
Sainsbury's (provisions)

Mail Order
J. G. Graves
Bennett College
World Record Club

Toiletries, Drugs and Cosmetics
Pepsodent Toothpaste*
Ronson Shaver
Sunsilk Shampoo*
Field's Toilet Soap
Vinolia Model Set*
Goya Perfumes & Cosmetics
Sanatogen Tonic Food

Transportation
Trans World Airlines
Trans-Canada Air Lines
Shell
Canadian National Railways

Miscellaneous
Fisons Fertilizers
International Computers & Tabulators
Associated Electrical Industries
Royal Air Force Recruiting

Fruit
Fyffes Bananas
South African Oranges
South African Deciduous Fruit
New Zealand Apples & Pears
Tomatoes & Cucumbers
Jaffa Oranges

Liquor & Smoking
Kensitas Cigarettes
Ronson Lighters
Jamaica Rum
Tetley's Ales

Domestic
Encyclopædia Britannica
Singer Sewing Machines
Terylene (Imperial Chemical Industries Ltd)
Prestcold Refrigerators
Newmaid Vacuum Cleaners
Qualcast Lawn Mowers
Ronuk Polishes
Mazda Electric Lamps

* *Manufactured and/or marketed by subsidiary or associated companies of Unilever Ltd.*

Nationalised Industries, Statutory Authorities and other public bodies

British Egg Marketing Board · National Milk Publicity Council · White Fish Authority Tomato & Cucumber Marketing Board · Central Office of Information · British Electrical Development Association · National Coal Board · Coal Utilisation Council British Transport Commission · Corporation of London · Zoological Society of London

N.B. Last year we lost five accounts. Two fired us ; we fired two ; one 'got married'. We got five new accounts. Net: we increased our billing by 18%.

'Life' Offered at Cut Rate to Eastern Newsstand Buyers

Starting with the March 2 issue, *Life* will be offered at newsstands in eastern states for an introductory price of 19¢. The introductory promotion, to run through the issue of April 27, will be conducted in Connecticut, Delaware, District of Columbia, Maryland, New Jersey, Virginia, New York City and selected cities in Pennsylvania and New York state. The regular rate is 25¢.

Norge Names Leary, Golding

The Norge division of Borg-Warner Corp., Chicago, has appointed Edward A. Leary national sales promotion manager and William Golding utility administration coordinator. Mr. Leary formerly was with Keyes, Madden & Jones and Roche, Williams & Cleary in Chicago and Fuller & Smith & Ross in Cleveland. Mr. Golding, whose duties will include Norge utility appliance advertising and marketing, joined Norge in 1956 as kitchen appliance promotion manager.

Allied Chemical Boosts Wardle

Byron R. Wardle, formerly a sales promotion representative for Allied Chemical Corp.'s Plaskon products, has been appointed marketing supervisor, Plaskon plastics and resins, plastics & coal chemicals division, New York. He succeeds Robert K. White, who has been named assistant director of advertising of Allied Chemical.

Maclean Promotes Three

Hugh C. Maclean Publications Ltd., Toronto, has announced three appointments. John Swindells, formerly advertising representative of the *Financial Post*, has been named ad representative of *Executive Decision*. Roger Coombe has been appointed an ad representative of *Canadian Consulting Engineer*. Alan M. Heisey, formerly editor of *Engineering & Contract Record*, has been named sales representative of that magazine and *Engineering Construction Purchasers Directory*.

'Defender' Appoints Two

Kenneth O. Wilson, founder of Kenneth O. Wilson Associates, Chicago merchandising consultant, and one-time assistant ad manager for *Ebony* and *Jet*, has been appointed ad director of the *Chicago Daily Defender*. Meanwhile, D. Parke Gibson, formerly promotion manager for *Ebony* and *Jet*, has been named director of the *Defender's* advertising promotion and circulation. The *Defender* is in the process of expanding facilities and equipment.

Gotham-Vladimir Names Two

Andrew N. Vladimir, account executive at Gotham-Vladimir Advertising, New York, has been appointed a vp. Rufus Choate has sold his interests in Scott-Choate Publications, Tarrytown, N.Y., to Edwin A. Scott Jr., and following foreign travel, will join Gotham-Vladimir as a vp.

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sing agency wants
ican accounts

EXECUTIVE BOARD OF MANAGEMENT

CHAIRMAN: E. L. Mather VICE-CHAIRMAN: Gordon Boggon
MANAGING DIRECTOR: Francis Ogilvy
Sir Francis Meynell, R.D.I.: PUBLIC RELATIONS T. D. Morison: MEDIA PLANNING
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A. F. Oppé: INFORMATION & LABOUR RELATIONS A. G. Cranch: RESEARCH
J. B. Cameron: DEPUTY INTERNATIONAL DIVISION

Research

GRAEME CRANCH directs our Research Department. Currently President of the European Society of Market Research. Our Research work covers all fields — product, market, trade, consumer, media, copy, motivation — and plays a basic part in all our planning for Clients. Our Creative people (146 in all) use research continuously without inhibiting their invention.

Marketing

GUY MOUNTFORT directs our Marketing Department. Pre-war with the Frigidaire Division of General Motors on the Continent; post-war with Procter and Gamble in U.S.A. and later their British company in U.K. Our Marketing work covers all aspects of "moving goods towards people": product development and adjustment, design, packaging, pricing, distribution, sales training, display, point-of-sale material, premiums and so on.

Creative

STANHOPE SHELTON directs our Creative Department. Last year, they won for our Agency more "Oscars" than any other agency (British or American) in the U.K. — *and sold the clients' goods in the winning!* Our Creative work covers television (already nearly 30% of our billing), films, posters, merchandising material and, of course, still predominantly magazine and newspaper advertising.

Outside Great Britain

CARL FRIEDMANN directs our International Division. Tri-lingual, he knows the European markets intimately. His deputy, Jimmy Cameron, specialises in the Commonwealth. Their executives include a German, an Austrian (5 languages) and a Dane (by birth and education). Service divisions cover Intelligence, Research, Marketing, Media and Public Relations.

We create, place and co-ordinate advertising campaigns in most territories, predominantly of course, in Europe and the Commonwealth.

Carl Friedmann and Graeme Cranch will be in the U.S.A. in April and May, available to discuss your marketing and advertising in Great Britain and foreign territories.

FRIEDMANN

CRANCH

MATHER & CROWTHER LIMITED *I.P.A.*
MARKETING AND ADVERTISING
Brettenham House, London, WC2
CABLES: SYNOPSIS RAND LONDON · TELEPHONE: TEMPLE BAR 3411

Only the
ROTARIAN

brings your sales message to this concentrated

"action audience"

Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!

90% play an active part in company buying!

84% are active homeowners!

54% are in companies operating 1,265,217 trucks!

82% are active travelers! (more than 12 trips a year)

53% actively influence civic government buying!

and . . . this "man-of-action" has an average income of **$14,429** to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

The Rotarian
AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .
Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.

Royal Crown Is 'Fresher Refresher,' Say Nehi Corp. Ads

(*Continued from Page* 3)

and April.

Large color photographs dominate the ads. A nurse is shown sitting at a desk: "RC? I prefer it." A painter is shown amidst his paint cans and ladder: "RC? Yessiree."

The copy block captioning each picture introduces Royal Crown as "the cola with the *fresh* up-to-date difference." It also points out that today's RC has a "delightfully less sweet taste all its own (made from fresh, protected concentrate instead of perishable syrup)."

Nehi's marketing director, Richard H. Burgess, is a veteran of the "perishable syrup" companies. A onetime regional manager for Coca-Cola, he resigned last December as vp in charge of domestic sales for Pepsi-Cola to join Nehi. ≠

Lee Keeler Inc. Adds Two

Lee Keeler Inc., Philadelphia, has been named to handle advertising for Magikitch'n Corp., Quakertown, Pa., manufacturer of cooking appliances for commercial and institutional use, and for the Little Wonder division of Schiller-Pfeiffer, Southampton, Pa., maker of electric hedge trimmers, grass edge trimmers and portable electric generators.

Weed Elects Lindsay

Weed Television Corp. has elected George Lindsay a vp. Mr. Lindsay, who joined Weed in 1953 as a salesman and was named sales manager of the Chicago office in 1955, is in charge of sales for the Chicago office and station relations for the midwestern territory.

Wettstein Appoints Johnson

Johnny Johnson, a sales member of Bob Wettstein & Associates, publishers' representative, has been named operational manager of the company's Los Angeles office.

Bertram Lebhar, 77, Retired 'Hosiery' Co-Publisher, Dies

New York, Feb. 18—Bertram Lebhar, 77, retired editor and co-publisher of *Hosiery & Underwear Review*, *Sweater News* and *Lingerie Merchandising*, and a brother of Godfrey M. Lebhar, board chairman of *Chain Store Age*, died last night at his home here, presumably of a heart attack.

Born in London, Mr. Lebhar came to this country with his parents at 15. He started his career as a reporter with the Arthur Leslie newspaper service. In 1902 he joined the staff of the old *New York Tribune*.

Later he became a free lance fiction writer and contributed stories to the old Munsey publications and Street & Smith.

In 1921 he joined Knit Goods Publications as editor of *Hosiery & Underwear Review* and later became a co-publisher of the company's publications. He retired in 1956, but still contributed articles.

■ Mr. Lebhar is survived by, in addition to his brother Godfrey, another brother, Lionel, a member of the New York Housing Commission; a son, Bertram Jr., a news broadcaster and part owner of Radio Station WEAT, Palm Beach, Fla., and a daughter, Ruth, research director of Associated Merchandising Corp., New York.

WILLIAM E. LEDBETTER

Chicago, Feb. 17—William E. Ledbetter, 54, vp of Shannon & Associates, publishers' representative, died suddenly Feb. 11 of a heart attack in his Highland Park home.

Born in Bennettsville, S. C., Mr. Ledbetter started his career as a space salesman for the *New York Times*. He also worked for the old *Chicago Journal of Commerce* before entering the publishers' representative business with Paul Block & Associates (now Moloney, Regan & Schmitt).

Later, he worked for the Branham Co. before moving to Shannon & Associates in 1947. He was made a vp two years later.

RALPH FAIRBANKS

Greenwich, Conn., Feb. 17—Ralph W. Fairbanks, 49, president of Fairbanks Associates, management consultant, and technical adviser to *Office Management*, died in Greenwich Hospital yesterday after a short illness.

Mr. Fairbanks was graduated from Boston University in 1934 and had been associated for several years with Ernst & Ernst, Boston management consultant, before organizing his own company here in 1952.

He was an early user of electronic and automatic control elements in office system design. As technical adviser to *Office Management*, he wrote many articles on office automation, and was recognized as an authority on the subject.

He was a member of the Assn. of Consulting Management Engineers, and treasurer of the Millbrook Country Club here.

RICHARD C. BROWNE

Rochester, N. Y., Feb. 17—Richard C. Browne, 51, general sales manager of the Todd Co., a division of Burroughs Corp., died here yesterday in Strong Memorial Hospital after a short illness. He had been with the company since 1930, when he joined it as art director in its advertising department. He became general service manager in 1945, sales promotion manager in 1948 and general sales manager in 1956. He was a member of the Sales Executives Club of Rochester.

LUTHER C. ROGERS

Chicago, Feb. 17—Luther Calvin Rogers, 92, retired printing company executive, died yesterday in his home in Western Springs, Ill.

Widely known as a pioneer in the trade paper and catalog publishing field, Mr. Rogers founded the Rogers & Hall Printing Co. in 1898. Later, the company changed its name to Printing Products Corp.; it went out of business several years ago. Printing Products Corp. formerly printed Advertising Age for a number of years.

DOROTHY STAFFORD

Toledo, Feb. 17—Mrs. Dorothy Stafford, 76, who at one time operated her own advertising business in Toledo, died Feb. 9. She also was a former feature writer for the *Toledo Blade*.

Mrs. Stafford, who wrote a series, "Men Who Made Toledo," for the *Blade*, was also well known in Toledo cultural affairs and at one time wrote a radio column for the old *Toledo News-Bee*.

DEAN L. DUNGAN

Des Moines, Feb. 17—Dean L. Dungan, 63, senior account executive with the Lessing Advertising Co., died of a heart attack at his home Feb. 7. He and Mrs. Dungan had returned only several hours previously from a three-week vacation trip to the West. He had been with the Lessing agency for 37 years and specialized in mail order advertising. Born in Lincoln, Neb., Mr. Dungan attended Drake University and had been with the How agency, in Denver, for several years before joining Lessing.

ALDEN WEIS

Los Angeles, Feb. 17—Alden Weis, 59, media director of the McCarty Co., died Feb. 10 of a heart attack at the California Hospital. He had been media director of the agency since he joined it in 1944. Before that he was with the Mayers Co., Los Angeles.

SOLID CINCINNATI READS THE CINCINNATI ENQUIRER
Robt Day

"That nice advertising man we met at the captain's table said we'd be passing some unusually interesting sights, today!"

A conducted tour of almost any important media schedule generally finds the Cincinnati Enquirer high on the list. Reason: advertisers naturally want to reach the solid *market that matters* in this great metropolitan area. They're well aware that Solid Cincinnati reads the Cincinnati Enquirer . . . that they're in SOLID when they're in The Enquirer. Proof? Plenty of it in the Top Ten Brands Survey, just completed. Call the Enquirer's Research Department for pertinent details.

MEMBERS OF ABC

Represented by Moloney, Regan & Schmitt, Inc.

GO
1st
CLASS

GO GOA! Got a tough market to crack? For a first class job of cracking it, go General Outdoor Advertising. With GOA, you get maximum sales power behind every dollar you spend. Here's proof:

- Extra hours of selling through GOA's Network of National Sales Representatives add to your own sales at the local level—the all-important SALES LEVEL.
- You can be sure that General Outdoor traffic counts are made in strict accordance with the TAB (Traffic Audit Bureau) formula . . . audited circulation certified by TAB.
- You are getting the coverage that helps deliver customers—coverage GOA can give through its large plant size.
- You are eligible for discounts after only 6 months under GOA's new Frequency Discount Plan. To find out more, just call your General Outdoor Advertising Company office or write to us in Chicago.

GOA

Covers 1700 Leading Cities and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

SKILL that's reflected in every job

Skill is an often-used word, we admit. Rather than belabor the point, we'll just say that our engraving know-how has been accumulated over the years. It's reflected in every WASHINGTON ENGRAVING job. Simple zincs . . . or intricate four-color R.O.P. color engravings . . . this difference in quality is there, always. Let us demonstrate it to you on your *next* engraving order.

washington
PHOTO ENGRAVING CO.
118 So. Clinton St., Chicago 6 FRanklin 2-6343

New Medical Newsletter Hits Drug Ad Claims

'Medical Letter' Says Ads Induce Doctors to Overprescribe Antibiotics

NEW YORK, Feb. 17—New services seem to be the order of the day in the expanding ethical drug industry.

The latest is a bi-weekly newsletter, "Medical Letter on Drugs & Therapeutics," which is being offered to U.S. physicians for $12.50 per year.

The newsletter is designed to provide doctors with appraisals of new drugs. It also appears to be designed as an antidote to ethical drug advertising.

Two *Consumer Reports* veterans are associated in the new venture, which is described as "non-profit." The editor of "Medical Letter" is Dr. Harold Aaron, chief medical consultant to the Consumers Union magazine; the managing director is Arthur Kallett, a director of Consumers Union for 20 years.

▪ Drug & Therapeutic Information has been formed (136 E. 57th St.) to publish the newsletter. The company said today that the initial reaction from physicians to the first issues has been "amazingly good."

Dr. Aaron noted, "With hundreds of new drugs being introduced each year, few physicians have the time or the resources for finding out which offer genuine contributions to therapy and which are destined for early oblivion." He added that "Medical Letter" will be published "on a non-profit basis," with no advertising, "to insure complete independence and lack of bias."

▪ The first issue indicates that Dr. Aaron's newsletter will be taking a highly critical look at many drugs and the claims made for them in ads—*a la Consumer Reports* in the consumer products field.

Vol. 1, No. 1 appraises three types of drugs—adrenal steroids, the buffered tetracycline antibiotics and meprobamate—and issues cautionary warnings about all of them.

▪ For example, in discussing the new tetracyclines (Upjohn's Panmycin, Lederle's Achromycin V, Pfizer's Tetracyn V, Bristol's Tetrex and Squibb's Sumycin), the newsletter points out that drug houses have told physicians that these new antibiotics are superior to the older tetracyclines because the addition of a buffering agent produces more rapid absorption and higher antibiotic blood levels.

Dr. Aaron tells his physician readers that much of the evidence for this claim "was based on sheer error." He charges that despite this finding, which was published in journal articles, "claims apparently based on the erroneous comparisons continue to be made."

▪ The newsletter goes on to warn that a growing number of pathogenic organisms are becoming resistant to the tetracycline antibiotics because of the "excessive" use of these drugs. "This situation is becoming so serious that tetracycline in any form should be used sparingly," it warns doctors.

"The overenthusiastic promotion of buffered tetracycline products is regrettable, not because these products have now largely replaced plain tetracycline, but because the promotion has encouraged the excessive use of tetracycline and brought closer the time when this drug will have relatively little usefulness as an anti-infection agent."

▪ Meprobamate (marketed by Wallace as Miltown and by Wyeth as Equanil) also comes in for a severe downgrading.

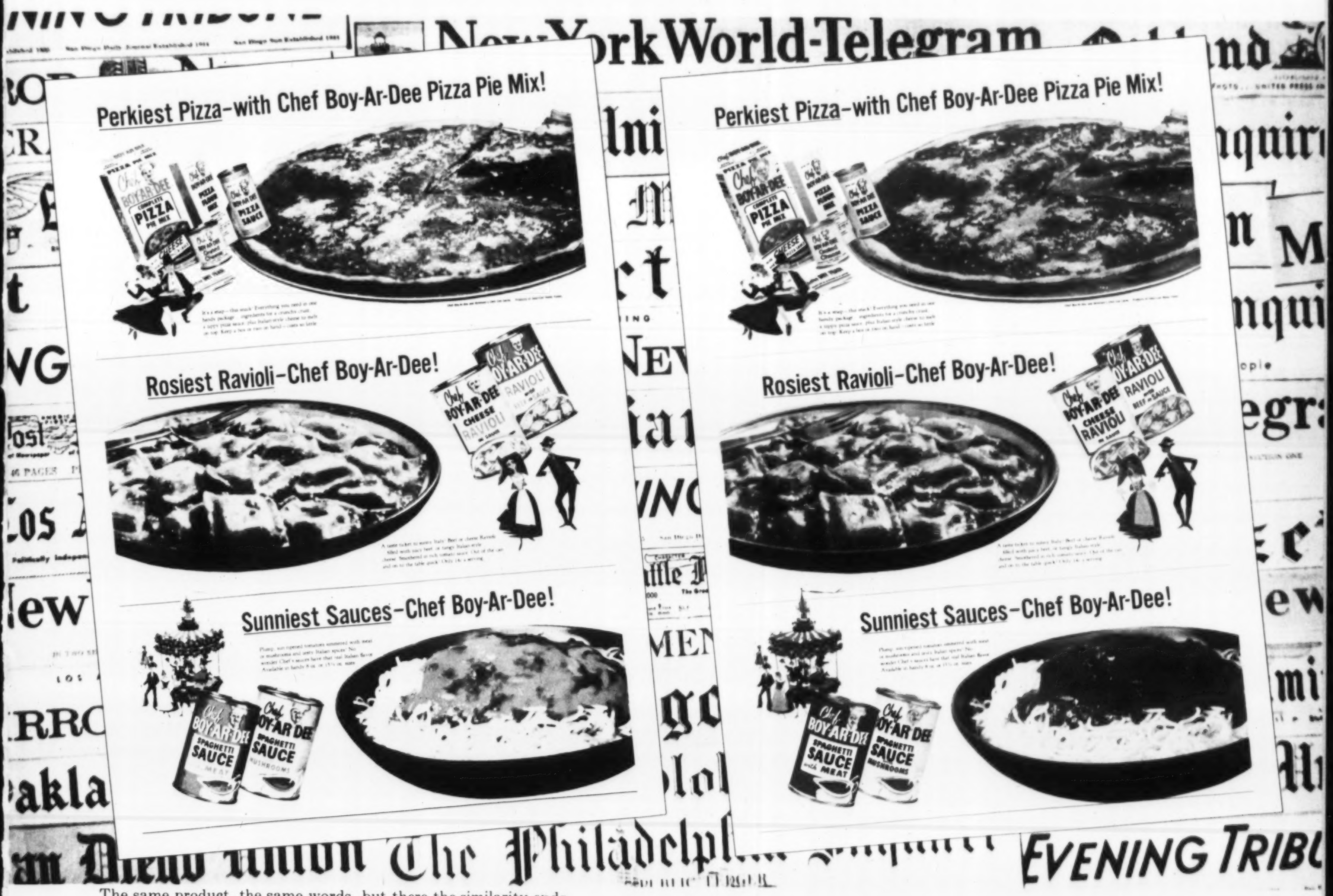
"Whatever effect meprobamate does have appears to be comparable to that of a hypnotic," says Dr. Aaron's newsletter.

"The widely held belief that meprobamate has virtues in relieving anxiety and tension that are unique or different from those of barbiturates does not appear to be justified by available evidence."

The concluding words for doctors are: "It may be that the intensive promotion of meprobamate and the publicity it has received in the lay press give it special virtues as a placebo. Apart from placebo effect, however, there is little reason to prescribe meprobamate at 8¢ per 400 mg tablet in preference to phenobarbital, which is much cheaper." #

buy St. Louis à la card*
KTVI 2
*KTVI RATE CARD...your lowest cost per thousand TV buy in St. Louis
Represented nationally by
BLAIR-TV
KTVI 2 CHANNEL 2 ST. LOUIS

Both these advertisements are for DAILY NEWSPAPERS...


New York World-Telegram
Perkiest Pizza—with Chef Boy-Ar-Dee Pizza Pie Mix!
Rosiest Ravioli—Chef Boy-Ar-Dee!
Sunniest Sauces—Chef Boy-Ar-Dee!
Perkiest Pizza—with Chef Boy-Ar-Dee Pizza Pie Mix!
Rosiest Ravioli—Chef Boy-Ar-Dee!
Sunniest Sauces—Chef Boy-Ar-Dee!
San Diego Union
The Philadelphia Inquirer
Evening Tribune

The same product, the same words, but there the similarity ends

But what a difference in QUALITY... in IMPACT... in SALES!

A quick look tells a convincing story. Show food in its true color and, instantly, it becomes more inviting. More wholesome. More *buy-some*.

Dozens of other products can also benefit by such faithful color reproduction in *daily* newspapers... on stock that commands extra attention because of its quality and its whiteness.

Think, for instance, of the advantage that a new car, in rich full color would gain over the drab wash drawings or line artwork of its competitors. Or how a beverage would stand out with an effervescence that truly sparkles.

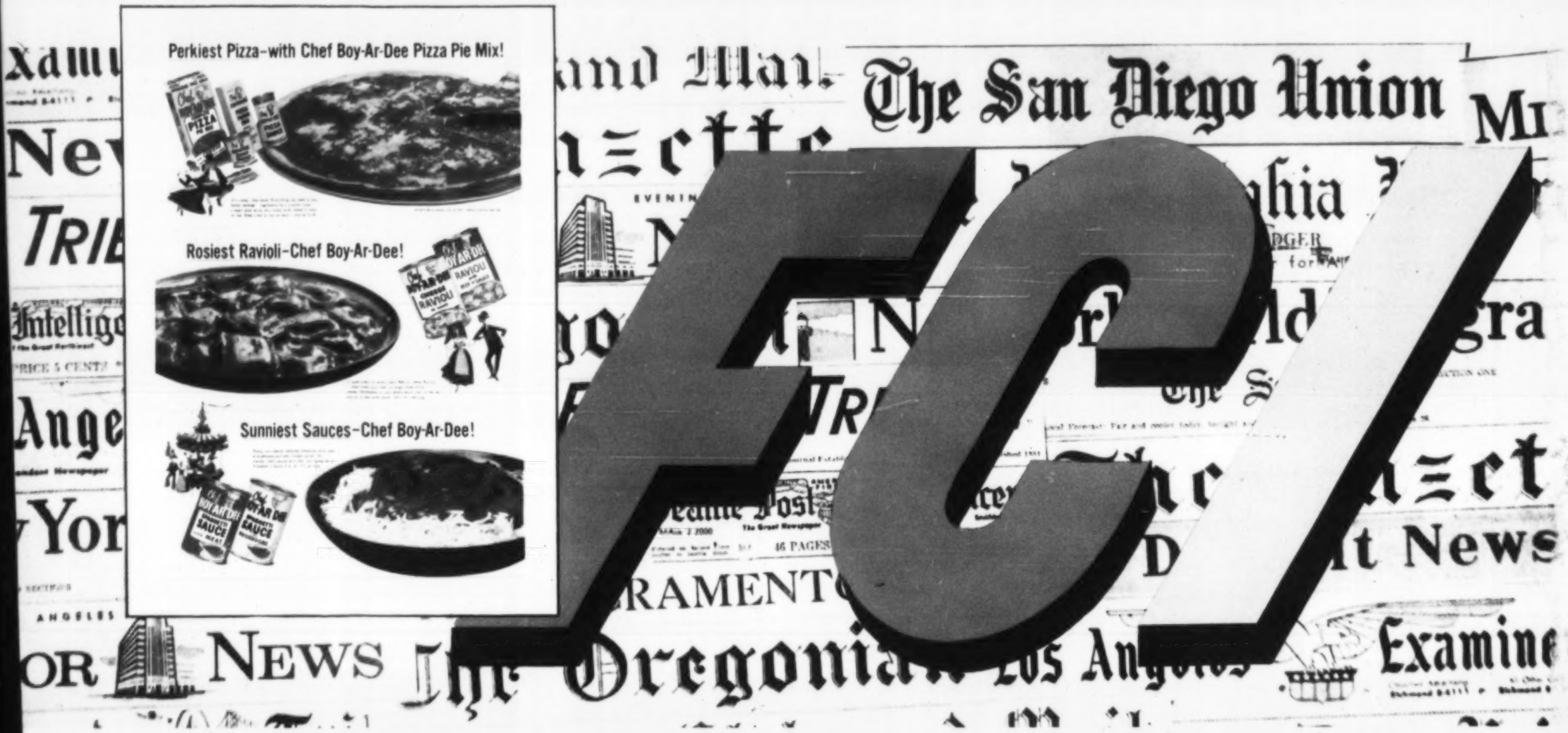
Or the *natural* way that a color television set could show its superiority.

Better yet, think how *your* product would benefit by this remarkable new medium.

AND THERE IS ONLY ONE WAY TO ACHIEVE THIS KIND OF COLOR IN DAILY NEWSPAPERS...

This publication insert designed and produced by Eastern Colortype Corporation

Makes your product come alive!


Perkiest Pizza–with Chef Boy-Ar-Dee Pizza Pie Mix!
Rosiest Ravioli–Chef Boy-Ar-Dee!
Sunniest Sauces–Chef Boy-Ar-Dee!
The San Diego Union
FCI
News
Sacramento
The Oregonian
Los Angeles
Examiner
Detroit News
46 PAGES

FULL-COLOR INSERTS IN DAILY NEWSPAPERS

Now available in most major dailies!

The long search is over! Rich, full color for daily newspapers is now a practical reality in every major market, at a cost that makes it today's *most inexpensive* true color medium.

Pioneered by Eastern Colortype, Full-Color Inserts are now accepted by most leading daily newspapers in the United States and Canada. Nearly a dozen full-page advertisements have already appeared, and more are on the way. *But there are still numerous opportunities for advertisers to score important "firsts" in their field!*

Full-Color Inserts give you the clean, sharp color reproduction previously found only in leading magazines . . . plus the *flexibility* that only daily newspapers can offer. You pick the markets you want . . . the newspapers you want . . . the day you want your advertisement to appear. There's no wasted circulation, no competition from page after page of other full color advertisements.

Guarantees that your sales message is always the best-positioned, the best read!

Full-Color Inserts are printed in advance on high speed five-color presses, then re-wound and supplied as pre-printed rolls to be fed into newspapers *through their own presses.* The brilliance of color flags readers' attention as no other newspaper device can.

No matter where the insert is placed in the newspaper, your message is automatically assured the best advertising position in that edition. And the uniqueness of a full color advertisement, in a medium where any kind of color is a rarity, guarantees the highest readership.

It's as easy to schedule a Full-Color Insert as an ordinary black and white page. Simply contract with the newspaper for the space. Then have your Production Department (or your agency's) prepare the artwork and copy and turn them over to us. We make the plates, submit proofs and supply the required number of pre-printed rolls to the newspaper.

Extra dividend: Additional copies of your Full-Color Insert, trimmed to your requirements, may be purchased at nominal cost for use as tie-in displays or special promotions.

FREE!
FULL COLOR NEWSPAPER INSERTS

A complete kit for advertisers and their agencies

Discover how you can make the most of the unique advantages of Full Color Inserts. This handy new kit gives you the latest information, plus complete specifications and an up-to-date list of newspapers available. It's a ready reference you should have—*and it's yours for the asking!* Write, wire or telephone for your copy today. No obligation.

LEIGHTON ASSOCIATES, INC.

A Division of

EASTERN COLORTYPE CORPORATION

Brighton Road, Clifton, N. J.—PRescott 7-3400 • *In New York—Phone:* OXford 7-9700
In Cleveland: Eastern Colortype Corporation, 1900 Euclid Building, Cleveland, Ohio—*Phone:* SUperior 1-2515

Direct Selling Group Told of Credit Growth

NEW YORK, Feb. 17—General optimism was the keynote at the eighth annual trade show of the National Assn. of House-to-House Installment Companies held here last week.

• Edward L. Sard, executive director of the association, predicted that business activity this year will be somewhat in the nature of a "W, with a number of rises and declines ending with an upward trend to be carried into 1960."

• Marvin L. Bloom, Kenro Service & Sales Co., Jamaica, N. Y., outgoing president of the association, pointed out that there is an increasing trend toward instalment buying. Seven out of ten married couples in the 18-44 age group with children under ten, he said, have instalment debts, and the direct selling credit industry sees an ever expanding market ahead. Mr. Bloom emphasized that "business is as good as we, ourselves, make it."

• John W. Johnson, executive secretary of the American Collectors Assn., told the meeting that "in 1952, 38% of American families had instalment debts, compared with 45% in 1956, and the percentage is still increasing. More and more people are recognizing," he said, "that through the wise use of instalment buying, they have available to them necessities and physical comfort on a much grander scale than was ever before possible."

Commenting on the difficulties of collecting past due accounts, Mr. Johnson stressed the importance of working with people to determine the problem that confronts them and of working out a solution.

"Fundamentally," Mr. Johnson said, "people don't pay bills for one of three reasons: 1. Lack of funds. 2. A dispute on the quality of the merchandise or payment terms. 3. Refusal to pay a just obligation." This last group, he said, is the smallest one, since 98% of the people are basically honest.

"The intelligent use of credit," Mr. Johnson suggested, "requires that the seller accept the premise that there is risk involved, and then carefully analyze the types of customer situations that most frequently develop into losses, so that they may be carefully investigated before being allowed credit."

▪ Clarence F. Lerner, Interstate Utilities Corp., San Francisco, newly elected president of NAHHIC, stressed that members of the association must "pledge themselves to a persistent up-grading program of the products they sell, the selling methods they employ and the type of customers they supply.

"The progress we have made so far is impressive," he said, "but it is insignificant compared with the advances we can make in the years ahead if we are successful in meeting the responsibilities of our coming of age."

Mr. Lerner also directed attention to the importance of new items available to the industry, and cited a recent association survey which showed that four out of five member companies are looking for new products and new ideas, which, he said, "are the life blood of the direct selling credit industry."

▪ In addition to Mr. Lerner, new officers elected include E. C. Faucett, Dixie Supply Co., Tampa, Fla., vp; Alton M. Torgan, Standard Home Utilities, Bridgeport, Conn., treasurer; and Joseph M. Simon, Boston Furniture & Supply Co., Wilkes-Barre, Pa., re-elected secretary. Regional vps elected are: John S. Phalen, J. S. Phalen Mercantile Co., Joliet, Ill., Midwest; Irvin Kovers, M. Kovers Co., Baltimore, East; Joseph T. Melton, J. T. Melton Co., Greenville, S. C., South; and Samuel (Tyco) Cohen, Senak Co., Los Angeles, West. #

Polk Bros. Sets Outdoor Push

Polk Bros., Chicago retailer, is using more than 1,000 outdoor posters in the Chicago area for the period Feb. 1 through March 10. The theme of 100 of the posters is: "Stop inflation—ask for the Polk Bros. price." Other posters will feature products retailed by Polk.

WHY DO YOU
WHISPER
WHEN YOU
CALL FOR
HELP?

Ben Shahn

JOBS UNLIMITED
places more advertising personnel than any other agency
16 East 50th Street, New York, PLaza 3-4123
Jerry Fields, Director

The Dallas News has the largest daily circulation in Texas!

According to latest ABC Audits

THE DALLAS MORNING NEWS

CRESMER & WOODWARD, INC., National Representative
New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

Information for Advertisers

"Metropolitan Areas vs. Total Newspaper Markets" has just been released by **Times-World Corp.**, Roanoke, Va., publisher of the *Roanoke Times* and the *Roanoke World-News*. Copies of the market data file are available from the Times-World Corp., Times Bldg., Roanoke, or from the newspapers' representative, Sawyer-Ferguson-Walker.

- A media data file designed to give advertising managers and agency media buyers a true picture of the Southern California retail food markets has just been made available by **Southern California Grocers Journal.** The file on the $2.75 billion retail food field of southern California is available by addressing the publication at 1206 S. Maple Ave., Los Angeles 15.

- **KSAN Radio,** San Francisco, has just released a survey of the Negro consumers in the metropolitan San Francisco area. This is the first of what will be an annual survey of this market. Among other things the survey shows the percentage of consumers owning large appliances and automobiles and those who are home owners. Copies of the 130-page report can be obtained from Far West Surveys, 166 Geary St., San Francisco, 8.

- The bureau of business and economic research, Robert A. Johnston college of business administration, **Marquette University,** Milwaukee 3, has just published the proceedings of the fourth Marquette University advertising and marketing conference Oct. 23, 1958. The cost is $3 per copy.

- The first "Family Buying Inventory" of Anderson County, S. C., is now available to advertisers and agencies. This study is an inventory of products currently being bought and used by families in Anderson County. In addition to figures on brand usage in more than 100 categories, this study also gives details on the size of the family, family characteristics, family income, ownership of certain assets and the names of stores where the family buys most of its groceries, clothing, etc. Present plans call for annual publication of updated studies of the Anderson market. Copies are available from the **Daily Mail** or **Independent,** Anderson, S.C., or from the Katz Agency offices.

- **McGraw-Hill's** promotion department has issued a new 12-page fold-out booklet, "Concentration, Key to Effective Advertising," based on surveys compiled by McGraw-Hill research department's laboratory of advertising performance. The survey weighs benefits of full advertising schedules in leading business publications against scattered schedules in many publications. The surveys were made from 1951 through 1957 by manufacturers serving seven fields of industry, using their own customer and prospect lists. To obtain a copy, write to Walter Persson, McGraw-Hill, 330 W. 42nd St., New York 36.

- The first full-scale complete "Economic Survey of Metropolitan Miami" is just off the press. The 30-section work in 300 pages is illustrated by more than 150 charts, maps, plans and tables. It constitutes Part 1 of a two-part 1959 summary of the economic potential of metropolitan Miami. Part 2, "Metropolitan Miami Manufacturing Directory" is scheduled to go to press soon. Copies of this survey are available gratis to industrial management executives, for whom it is intended; for others, copies may be obtained at $3 press cost plus 50¢ postage fourth class. Requests for copies should be addressed to **Dade County Development Department,** Chamber of Commerce Bldg., 345 N.E. Second Ave., Miami 32.

- Surveys of the use of fertilizers by Iowa and Wisconsin farmers have just been completed by **Wallaces' Farmer & Iowa Homestead** and **Wisconsin Agriculturist.** Copies may be had by writing Richard Pommrehn, director of research, *Wallaces' Farmer*, 1912 Grand Ave., Des Moines 5.

- For the first time, a separate hard-cover "Buyers Guide to U.S. Export Products" is available from **American Exporter Publications.** The price is $1. The guide also appears in the January, 1959, issues of *American Exporter* and *Industrial World*. Requests for the guide should be sent with check or money order to Buyers Guide, American Exporter Publications, 386 Fourth Ave., New York 16.

FREE

DETAILED INFORMATION
ON MERCHANDISING
AVAILABLE FOR GROCERY
OR DRUG PRODUCTS IN
NY **NEGRO** MKT.

Station WWRL
Woodside 77,
New York City

a sharper look at people...

Inquirer
The Philadelphia

how they read newspapers
in Delaware Valley, U.S.A.

Pick an average weekday. You'll find 1,352,000 Delaware Valley adults behind a copy of The Daily Inquirer. For 893,000 of these readers it's the exclusive newspaper . . . because they don't read the major evening daily.

Swing around any suburb and you see growth at a glance. 57% of the Valley's retail sales are made outside the city limits. Out in the suburbs, The Inquirer gives you 680,000 adult readers, compared to the evening paper's 506,000. Remember, 578,000 of these Inquirer readers in the greener suburban reaches of Delaware Valley do not read the other major evening paper. They are Daily Inquirer readers exclusively!

All of which are good points in favor of sharpening up your next media schedule in America's third market . . . with The Daily Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

'59 UK Print Media List Out

The 1959 *Directory of Newspaper & Magazine Personnel & Data* has been published by World's Press News Publishing Co., 9-10 Old Bailey, London E.C. 4, and is available from that office for one guinea ($2.94). The directory lists the names, addresses and key personnel of all newspapers, magazines and news agencies in the United Kingdom and Ireland. It also lists London correspondents of Commonwealth newspapers.

Sen. Shaw Seeks Ad Curb

A bill to limit tv commercials to two minutes and space them at least 10 minutes apart has been introduced into the California legislature by Sen. Stanford C. Shaw (D., Ontario). "The bill may very probably get sandbagged later in the courts," the senator says, "but I'm going ahead anyway. I'm especially interested in breaking up the log jam of commercials at station breaks and curbing long-winded auto huckstering."

New K-C Printing Guide Out

"Fundamentals of Printing," a 48-page introduction to printing for print planners, buyers and users, has been published by Kimberly-Clark Corp., Neenah, Wis. It discusses type selection, silk screening, plate preparation, proofreaders' marks, types of presses, laminating, the economics of printing and other subjects. The booklet is available free from the company's home office or from any of its printing paper distributors.

RKO Appoints Watson

Hathaway Watson, formerly a partner in Booz, Allen & Hamilton, management consultant, has been named a vp of RKO Teleradio Pictures, New York. Mr. Watson moves into the RKO management lineup after helping to make a Booz, Allen & Hamilton survey of the company's broadcasting division. His assignment at RKO will be to coordinate national sales and common programming for the company's radio and tv stations.

AMERICAN STORY PLAQUES
Johnson-Johnson

REPEATED—*Johnson & Johnson, for the third straight year, is offering three plastic plaques as a premium in a baby promotion. This year's plaques were designed by Mary Blair in conjunction with Thomson-Leeds Co., New York.*

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

My Mommy Listens to KFWB

The biggest audience of any station in Los Angeles is plenty familiar with the moppet who I.D.'s KFWB Channel 98 Radio around the clock.

Pulse (November-December) says so . . . **but large**: KFWB leads the second station in the market by 33%, and the third station by 42%. Hooper rates KFWB a fat first, too, with a 31% share!

Your clients' sales messages are delivered to **more** mommies, **more** daddies, **more** everybodies . . . when you buy KFWB . . . **first in Los Angeles**.

Channel 98 my mommy listens to KFW··B

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by **JOHN BLAIR & CO.**

TUCSON

If you want to cover ARIZONA, the Star & Citizen are a must

ONE THIRD OF THIS 1½ BILLION DOLLAR MARKET IS CONTAINED IN THE STAR & CITIZEN RETAIL TRADING ZONE

63.2% Coverage in the Retail Trading Zone
93.7% Coverage in Metropolitan Tucson

The Arizona Daily Star — MORNING & SUNDAY
Tucson Daily Citizen — EVENING

2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.

Adams-Allison Gains One

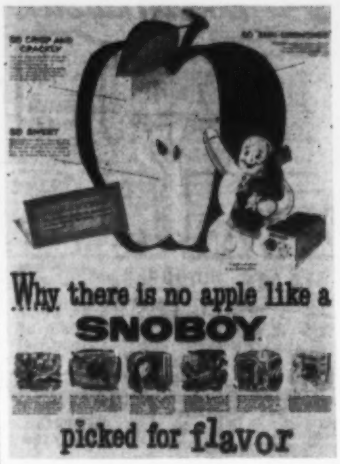
Kleenize Corp., Decatur, Ga., marketer of a liquid detergent in the southeastern states, has appointed Burke Dowling Adams Inc.'s Adams-Allison division, Atlanta, to handle Kleenize advertising. Newspaper, tv and radio campaigns are being planned for the product.

Three Feathers Drive Set

Park & Tilford Distillers Co., a subsidiary of Schenley Industries, is using newspapers in 16 markets to focus attention on its Three Feathers blended whisky, which is being featured at a 91¢ saving at $4.99 a quart. Kleppner Co. is the agency.

Fiberglass Boat to Dunas

Anthony Pools, Los Angeles pool builder, has named Edwin C. Dunas Co., Los Angeles, to handle advertising and publicity for its new fiberglass boat division. Dunas also handles advertising for Anthony Pools.



Why there is no apple like a SNOBOY

picked for flavor

CRISP & CRACKLY—*As part of a campaign to give Snoboy brand apples a product image, Pacific-Gamble-Robinson Co., Minneapolis, is running this color page in 83 newspapers between Minnesota and the West Coast. Knox Reeves Advertising is the agency.*

Rambler Hits Styles, Costs of Competitive Cars in '1959 X-Ray'

DETROIT, Feb. 17—"This 1959 edition of the Chevrolet is longer, lower, wider, heavier and more ostentatious than ever before. Basic functional values are secondary to the dictates of the stylists ... Although Ford's styling change is relatively conservative in character, it does not appear to provide greater functional improvement or owner benefit than Chevrolet... The 1959 Plymouth continues the outworn 1957 Forward Look. Plymouth continues to sacrifice sensible design for extreme styling ..."

Thus American Motors Corp. pops away at competition in its "1959 X-Ray," a 32-page booklet comparing autos in the low-price field.

- American Motors asks, "Has 1959 brought the car you asked for?" and insists, "Surveys clearly point out that car owners have had their fill of big, bulky, unwieldy, hard-to-park automobiles that are continuing to grow in size and price."

The booklet compares the Rambler with Chevrolet, Ford and Plymouth on such items as dimensions, prices, weights, maneuverability, safety, operating economy and styling details.

American Motors is making the booklet available without charge at all Rambler dealerships. #

Palmer, Codella Gets Jones & Laughlin Units

Palmer, Codella & Associates, a new industrial agency which has opened an office at 33 E. 48th St., New York, has been appointed by Jones & Laughlin Steel Corp., Pittsburgh, to handle advertising for its stainless and strip steel divisions. In addition to advertising, the agency will also handle public relations and sales promotion for the two divisions. Marvin Hahn Inc., Birmingham, Mich., formerly had the stainless division, and H. M. Klingensmith Co., Canton, O., the strip division.

The new agency was organized by T. Norman Palmer, formerly a vp of G. M. Basford Co., and John J. Codella, a former account group manager at Basford.

Texas Bank Names Agency

Texas Bank & Trust Co., Dallas, has appointed Clarke, Dunagan & Huffhines, Dallas, as its agency. Marschalk & Pratt division of McCann-Erickson was the former agency. The account bills in excess of $100,000 annually.

BIG 11 REACH

WEEK A

WEEK B

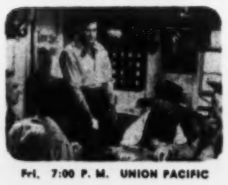
Mon. 10:30 P. M. DIAL 999

Mon. 7:00 P. M. WHIRLYBIRDS

Tues. 7:00 P. M. HIGHWAY PATROL

Wed. 10:30 P. M. TARGET

Sat. 7:00 P. M. HONEYMOONERS

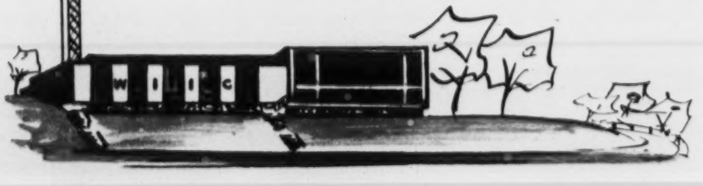

Fri. 7:00 P. M. UNION PACIFIC

Participation in three key ½ hours one week, alternating with three other key ½ hours the next week to give the participating advertiser exposure in six different shows (Class AA and A time) every two weeks.

3—Minutes per week..$1200
3—CB per week ....$ 900

The November ARB gives the six BIG 11 REACH shows a two-week cumulative rating of 85.2. This figures to a weekly average of 42.6 average rating. ARB shows non-duplicated reach for these programs of 50.2 homes one or more times.

WIIC CHANNEL 11, PITTSBURGH



REPRESENTED NATIONALLY BY
BLAIR-TV

When you want to know how your ads sell

...ASK THE MEN WHO READ THEM!

By going directly to the men who pay to read our publications,
we bring you a positive measure of the effectiveness
of your advertising in McGraw-Hill publications.
We've asked our readers how they react to your ads...

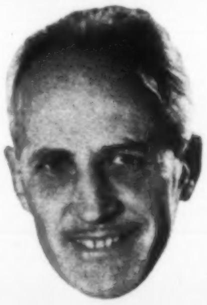
Here are the results ⇨

These are direct quotes from continuing readership studies sponsored by McGraw-Hill, including our own "Reader Feedback," and Starch and Mills Shepard. They bring into sharp focus this basic truth: advertising is a primary tool in selling to business and industry.

Your McGraw-Hill representative will gladly furnish additional evidence on request.

"We discussed the ad for tires on mine shuttle cars, then put them into experimental use. So far, we're continuing to buy that type for all replacements."
Production Manager, Coal Company

"The ad was just the prod my partner and I needed to get us to make the final move. I've written for information and prices . . . when we see their men we will decide just what and when we'll purchase."
Vice President and Partner,
Textile Weaving Mill



"The ad stimulated our interest. Then their sales people began to call, and we started to use the product."
Development Engineer,
Helicopter Manufacturer

"I was so interested in this ad I went to see traffic control board in operation at shops here."
General Manager, Manufacturer

"This ad clicked with me. I am designing an oil pump, and need a high-temperature seal. I decided to use this as a sealer."
Project Engineer,
Consulting Engineering Firm

"We first heard about them through an ad. We are now using them on a foot press, and it works fine. I'm going to see if I can put them on other machines."
Maintenance Superintendent,
Metal Parts Manufacturer

Your Advertising in McGraw-Hill Publications Sells Your Products!

"This is a new product for them, but they have a terrific reputation. I discussed the ad with the head of our company, and shall send for some samples."
Superintendent,
Frozen Meats Manufacturer

"Our Purchasing Agent pointed this ad out to me. Although it isn't definitely decided, I'm quite sure we will buy their mixers."
Treasurer, Chemical Company

"The ad reminded me that I had some of their catalogs. I got them out, and ordered equipment from them."
Plant Manager,
Petroleum Distributing Company

"We called their people in after seeing the ad, and now they are making a layout for us."
Factory Manager,
Metal Products Manufacturer

"I recently bought some as a result of this ad. The other brand we had was always causing trouble, and this looked like a good thing."
Purchasing Agent,
Rope and Twine Manufacturer

"I have discussed this with a contractor who is buying some property for me, told him about the equipment I saw advertised and that it is my preference. I am sure that he will go a lot on my recommendation."
Mining Engineer, Mining Company

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Jack Kauffman Joins Revlon

Jack Kauffman, formerly director of marketing of the household products division of Colgate-Palmolive Co., has joined Revlon Inc., New York, as vp for merchandising. He will be responsible for product marketing, marketing research, packaging, display and promotional activities at Revlon

Nabisco Boosts Carragan

Craig S. Carragan, formerly general advertising manager of the biscuit division of National Biscuit Co., New York, has been named director of advertising. He succeeds Harry F. Schroeter, who was named director of the new general advertising department (AA, Feb. 2).

FORT WAYNE, IND.

ADVERTISER APPROVED TESTED
FORT WAYNE INDIANA

One of the Nation's 9 Most Frequently Used Test Markets

...and the only one offering a free Monthly Grocery Inventory!

As one of the nation's 9 top test markets, Fort Wayne again leads all cities 200,000-299,999 for advertising and product tests, according to Sales Management. Big factor in Fort Wayne's favor is the Monthly Grocery Inventory . . . a 26-day sales audit of over 900 brands.

"Most Significant Test Market Progress"

In the fields of grocery and drug tests, Fort Wayne leads all markets in "the most significant upward progress," Sales Management says.

Billion-Dollar Market

The rich Fort Wayne Golden Zone market includes 15 Indiana and Ohio counties. The area has a population of 607,300; C.S.I. of $1,121,883,000; and retail sales of $695,377,000.

ROP Color Available

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Eddy Woodhouse Lundberg

LIGHT-FINGERED—*Elaine Vivian Eddy and Kit Woodhouse help themselves to the queen's candy as Charlene Lundberg—Miss Kilowatt of 1959—smiles for the cameraman. Miss Lundberg was chosen to reign over National Electric Week, Feb. 8-14, in Chicago.*

'Look' Study Probes Magazines, Markets

NEW YORK, Feb. 17—*Look* came up last week with "the first available local audience data" on *Life*, *Look* and *The Saturday Evening Post*.

The study breaks down marketing areas by buying income, total retail sales and retail sales by store groups. It shows coverage of the markets by the three magazines and by leading newspaper supplements.

Individual audience coverage is given for each supplement and magazine, as well as the gross audiences of the supplements when used in any of six combinations, and the gross audiences of the magazines when used in combination.

Study data are related to total U. S. population, population by the nation's four major divisions, population by region, population by Nielsen counties, and top 50, 100, 150, 200 and 280 metropolitan areas and total non-metropolitan areas.

Copies of the study, titled "The U. S. Market, 1958," are available from *Look*, 488 Madison Ave. #

Gallup Poll Hit '58 Vote Within ½ of 1%

PRINCETON, N. J., Feb. 17—The Gallup Poll forecast in last November's national elections was the most accurate in its 24-year history, it was disclosed last week by George Gallup, director of the American Institute of Public Opinion.

The Gallup prediction came with one-half of 1% of being correct. Survey figures showed Democratic candidates for Congress receiving 57% of all votes cast for the two major parties, the Republicans 43%. The Democrats actually obtained 56.5% and the Republicans 43.5%.

In the areas outside the South, the Gallup Poll reported that the total vote for Democratic candidates would be 54%, for Republican candidates 46%. The actual vote for the Democrats outside of the South was 53.9% to 46.1% for the Republicans.

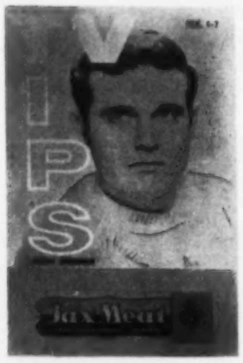
Mr. Gallup said that his poll has been right within an average of 1.7% in the five national elections since 1948. #

Lenhart Adds Fire Alarm Co.

Lenhart & Co., Princeton, N.J., has been appointed to handle advertising and sales promotion for Standard Fire Alarm & Signal Inc., Jenkintown, Pa., maker of the Standard automatic fire siren for homes, factories and institutions. Newspapers, trade publications, direct mail and radio will be used in a campaign.

Maitland Joins Agency

Edward F. Maitland, formerly with the advertising department of Pfizer International, has joined Burdick & Becker, New York, as assistant to Robert Becker.



tv publications announces the COMMAND PERFORMANCE of the year!

...a fast rising NEW STAR on the advertising horizon

WHAT IS IT? . . . TV Tips is the Nation's newest and most unique weekly television program listing magazine. An accurate, easy to read publication containing TV programs for one full week, attractively listed for quick and easy reference.

WHAT DO WE MEAN BY COMMAND PERFORMANCE? . . . You asked for it. Advertisers and agency space buyers demanded a "test market" for this new and unusual advertising media. You demanded a "tough market". Research indicated the need for two different markets. They are Jacksonville, Florida, circulation 100,000 and Indianapolis, Indiana, circulation 110,000.

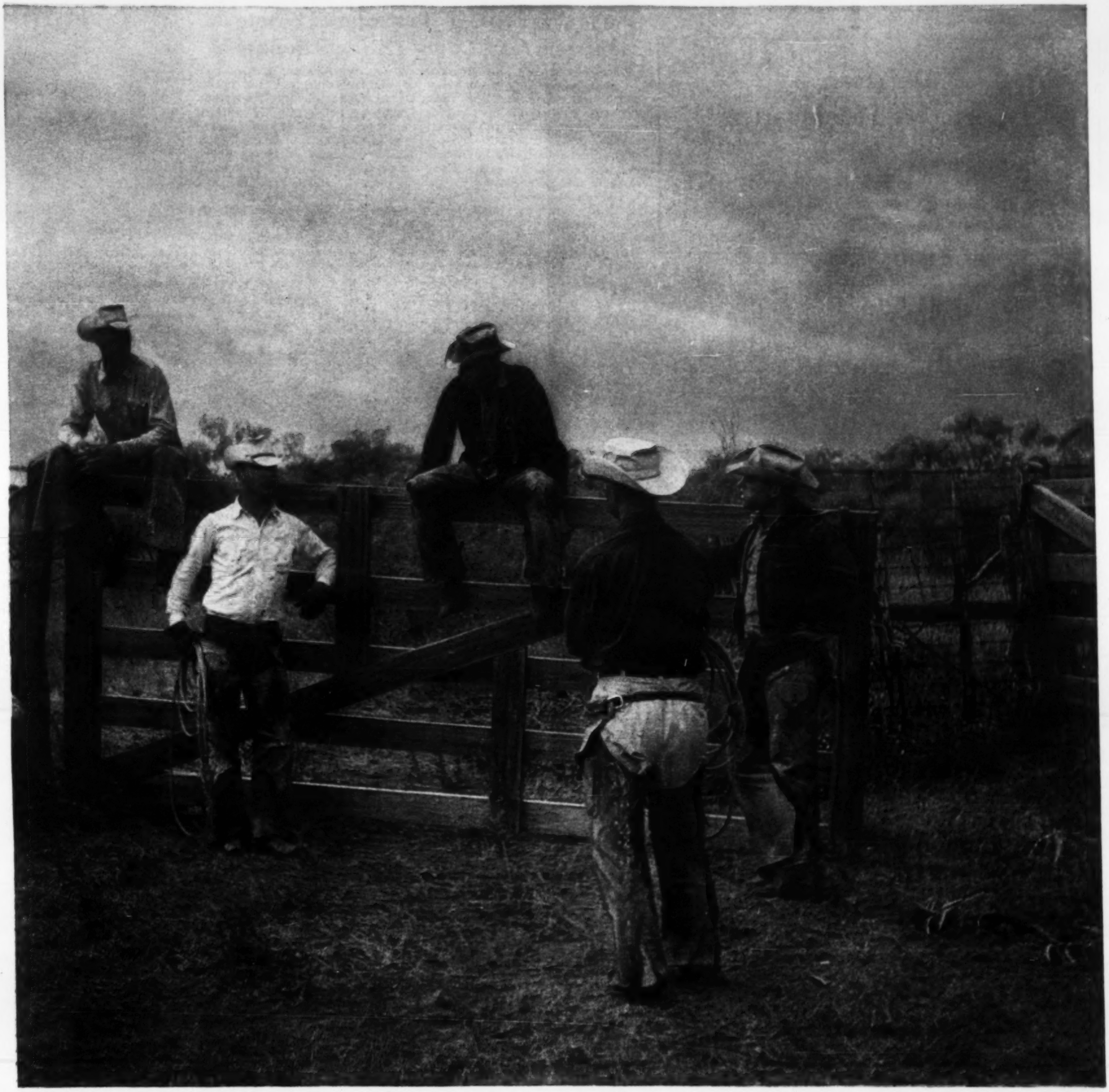
WHAT IS THE DISTRIBUTION PLAN? . . . A selective distribution plan that will give total market saturation through the consumer right in the store where your product is sold. TV Tips will be distributed exclusively through the leading chain and grocery stores. In Jacksonville thru—Setzer's Stores, Banner Food Stores, Winn Dixie Stores, Inc., and Jax-Colonial Stores, Inc.
In Indianapolis, Ind., thru Colonial Stores, Inc., National Tea-Standard Grocery Division, Marsh Foodliners and Regal Stores, Inc., and distributed on a contract basis as a free service of the store to the customer. The benefits from this method of distribution are manifold.

COST? . . . Only pennies per thousand for the nation's *only*, "Point of Sale", consumer magazine.

WANT TO KNOW MORE? . . . The publisher's representatives are: Richard A. Feldon & Co. 205 E. 42nd St., New York, N. Y. and Dale McCutcheon Co., 154 East Erie St., Chicago, Ill.

TV Tips is published by TV Publications, Inc., 907 Prudential Building, Jacksonville, Florida

TV PUBLICATIONS Inc



Cowboys, a photograph by John Lewis Stage from a recent issue of Holiday.

LOOK AT TEXAS THROUGH THE EYES OF AN IRISHMAN

And you see more than cowboys and oil wells, Neiman-Marcus and a jalopy speeding down a dusty road. An empire is delineated by the Gaelic perception and wit of Sean O'Faolain. In creative counterpoint are photographs by John Lewis Stage, sharply reminiscent of Frederic Remington.

This is Texas. And this is Holiday. Words *and* pictures, two highly personal points of view. A unique way of seeing people, places and pleasures. This is Holiday, beautiful and exciting.

There's a special relationship between Holiday and its readers. Simpatico, you might say. Muy simpatico. Families, some 875,000 of them, in an expansive, receptive frame of mind . . . families in a Holiday mood, who can afford to go places, do things, enjoy new experiences, fine possessions.

To more and more advertisers this is an unmatched selling opportunity.

***There's a rewarding new world for you in* HOLIDAY**

We mean
"Typographic Headquarters"

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Grothe Agency Gets Testimonial Where It Counts—in No. 1 Client's Annual Report

WASHINGTON, Feb. 17—Howard L. Grothe Advertising Agency had the unusual experience this week of being singled out for special mention in its best client's annual report.

"The third quarter of our fiscal year was marked by a sharp increase in loans receivable," Carl R. Woxman, president, Personal Industrial Bankers, told stockholders and co-workers in the opening paragraph of his report.

"In October we engaged the Howard L. Grothe Advertising Agency, Washington, to handle all of our advertising. The results were almost immediately apparent. Loans receivable during the third quarter rose $1,252,581 to a record total of $9,815,817 on Dec. 31, 1958. This is an increase of $1,564,202 above the same date a year ago."

HENRY G. PLITT, *formerly head of Paramount Gulf Theaters, has been named president of ABC Films, New York, syndicator-producer, replacing George P. Shupert, who left to become vp in charge of tv at M-G-M (AA, Feb. 2).*

Personal Industrial Bankers, which operates a small-loan business on a nationwide basis through 40 wholly owned subsidiaries, was the "bread and butter" account when Mr. Grothe resigned as advertising manager of the *Washington Daily News* last fall to enter the agency field. It is still the largest account currently handled by the Grothe agency.

- Despite his newspaper background, Mr. Grothe's recommendation to Personal Industrial Bankers called for emphasis on radio, with newspaper support only in instances where the local budget permitted.

In an initial pre-Christmas campaign, "hard sell" spots were used to emphasize convenience and lack of red tape. While language varied somewhat in accordance with local requirements, the spots said, "Just call us up and make arrangements. Then come right out and pick up your check."

A second phase of the campaign stressed economy, using the argument, "It costs only a dollar to borrow $X for X number of weeks." Again the spots repeated, "The money will be waiting for you." A total of 50 radio stations have been used, as well as 400-500-line ads in 12 newspapers. #

A MARKETING CONCEPT FOR HARDWARE WHOLESALERS
HARDWARE RETAILER

Editorial Leadership
...empty phrase or active force?

You hear about editorial leadership every day in the publishing business, but it's a meaningless statement unless it's backed solidly by knowledge, experience and editorial excellence. In the hardware trade publication field, HARDWARE RETAILER has *earned* its reputation for "editorial leadership."

For the past three years, for example, the editorial content of the May issue of HARDWARE RETAILER has been devoted to hardware wholesaling. Each of these issues has been a penetrating editorial study that has brought forth comments of praise and appreciation from virtually the entire hardware industry.

Today you'll find these issues right on or in the desks of almost all hardware wholesaler executives, and in the offices of manufacturers and retailers too, where they serve as references for all the industry. These issues, furthermore, are used as textbooks and reference volumes in 60 school and college training courses in marketing and distribution. This is just one example of why HARDWARE RETAILER has never had to "claim" editorial leadership—editorial leadership is a reputation HARDWARE RETAILER has *earned* with every issue.

For the fourth time, HARDWARE RETAILER, in May, dedicates an issue to analyzing the wholesalers in the hardware field. The "Marketing Concept for Hardware Wholesalers" will portray wholesalers' function, position, responsibilities and job performance as currently viewed by the hardware industry.

Advertising deadline for this important issue is April 1. Make sure your advertising is scheduled for this "active force" issue.

Independent HARDWARE STORE

HARDWARE RETAILER

Published by THE NATIONAL RETAIL HARDWARE ASSOCIATION
964 NORTH PENNSYLVANIA STREET • INDIANAPOLIS 4, INDIANA

Product Services Names Fischer VP, General Manager

Product Services, New York, has appointed Frederick S. Fischer, formerly with CBS, vp and general manager. From 1952 until his appointment by Product Services, Mr. Fischer was senior systems and procedures analyst for the Columbia Broadcasting System. Before that he was a credit management executive at R. H. Macy & Co.

Frederick Fischer

25 Newspapers Win IDPA Typography Awards

Awards for outstanding typography were presented to 25 daily newspapers published in 10 states at the annual winter meeting of the Inland Daily Press Assn. held in Chicago.

First place winners included the *Chicago Tribune* (newspapers over 75,000 circulation); *Kankakee Journal* (newspapers of 25,000 to 75,000 circulation); the *News*, Monroe, Mich. (10,000 to 25,000 circulation); *Journal*, Stevens Point, Wis. (under 10,000 circulation printed on rotary presses), and the *Herald*, Morris, Ill. (newspapers printed on flat bed presses).

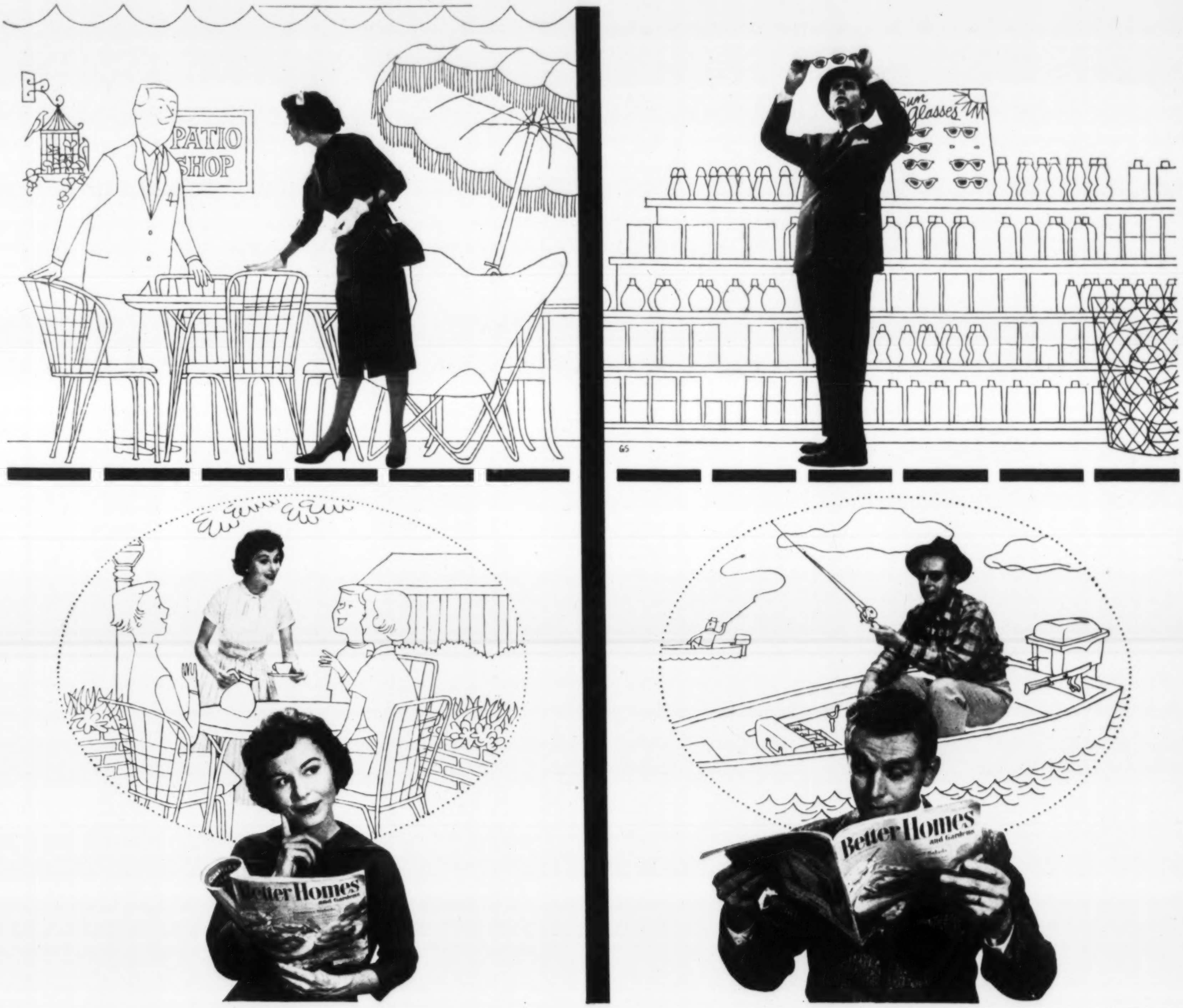
Kal-Equip Appoints Bonsib

Kal-Equip Co., Otsego, Mich., has appointed Bonsib Inc., Fort Wayne, Ind., to handle its advertising. Kal-Equip makes automotive and marine testing equipment.

Katz Appoints Hogan

Joseph Hogan, formerly with Weed Television Corp., has joined the Chicago tv sales staff of Katz Agency, media representative.

If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

The two most searching questions an advertiser can ask about a magazine are, "Who reads it?" and "What effect does it have on its readers?"

The effect Better Homes and Gardens has on its readers—a monthly average of 15½ million home-centered men and women—is unique among *all* media. BH&G's editors know how to make the idea of turning the back yard into a patio-garden or fishing comfortably from your own boat both alluring and attainable. It turns readers into *participators*. Instead of merely *reading* their favorite idea magazine, they "live by the book"—plan and garden and build and decorate and cook and travel and buy by it!

Advertising becomes welcome and important in this climate of active participation. Because people bent on turning ideas into realities are ready and willing to buy. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

Better Homes and Gardens

. . . the family **idea** magazine

NOW OVER 4,600,000 COPIES MONTHLY

Libby's Half-Year Net Up

Libby, McNeill & Libby, Chicago, reported its net income for the first six months of its fiscal year, ended Dec. 27, 1958, was $2,532,589, compared with earnings of $254,245 for the same period a year ago. The company said an end to conditions of over-supply, plus more favorable profit margins, led to the sharp increase. Dollar volume was also up—$140,931,043 against $136,428,670 a year earlier—while physical volume was down about 3%.

PICK UP
3% on savings
Bank of the Southwest

TAKES TWO—*Bank of the Southwest required an elephantine amount of poster space to get across to Houston passers-by that 3% interest draws a trunkful of money into a bank account. Aylin Advertising Agency, Houston, designed the ad for the bank.*

Johns Joins Hampden-Harvard

Albert B. Johns, formerly assistant general sales manager of Jacob Ruppert, New York brewer, has joined Hampden-Harvard Breweries, Willimansett, Mass., as director of marketing, a new post. Mr. Johns, before his association with Ruppert, was with the Liebmann and Trommers breweries.

MacManus, John Names Three

MacManus, John & Adams, Bloomfield Hills, Mich., has appointed Darrell C. Roberts administrative vp, Vincent C. Skelton research director and John B. Caldwell director of marketing. Mr. Roberts, who joined the agency in 1940, also will continue as executive assistant to Ernest A. Jones, president. Mr. Skelton has been a member of the research department for the past two years. Mr. Caldwell previously headed his own marketing consultant organization.

Babcock, Romer Adds One

Orr & Sembower, Reading, Pa., maker of Powermaster packaged automatic boilers, oil and gas burners and related equipment, has appointed Babcock, Romer, Carberry & Murray, Philadelphia, to handle its advertising.

from Bank of America—

A MAJOR ANNOUNCEMENT TO EVERY RETAIL BUSINESSMAN IN THE BAY AREA

BANK OF AMERICA

NEWCOMER—*San Francisco's Bank of America is using newspaper pages like this to promote its new credit card system. Under the system, a person may charge at any of hundreds of stores and receive just one bill each month—from the bank.*

San Francisco May See Giants on Pay TV in '59: Skiatron

NEW YORK, Feb. 17—Skiatron tv hopes to have closed circuit pay tv operating in San Francisco in time to cover at least some of the Giants baseball games this year.

This company has had pay tv rights to the Giants games for some time. Horace Stoneham, the owner of the team, says he has a contract with Skiatron which, he says, has paid him a $1,000,000 advance.

The latest news on Skiatron's plans to get subscription tv rolling came to light when the company made a presentation to the National Collegiate Athletic Assn. in an effort to interest that group in pay tv coverage for college football.

■ While Skiatron officials are very optimistic about an early start in the West, San Francisco sources leave the impression that there are still several roadblocks to be overcome before pay tv gets into business in their city.

Since over-the-air pay tv has never been okayed by the Federal Communications Commission, only the line system is permissible at this time. Officials of the Pacific Telephone & Telegraph Co. indicate they have made no agreement with Skiatron. "And anything we did," the spokesman continued, "would first require approval by the California Public Utilities Commission. We haven't asked PUG for anything yet."

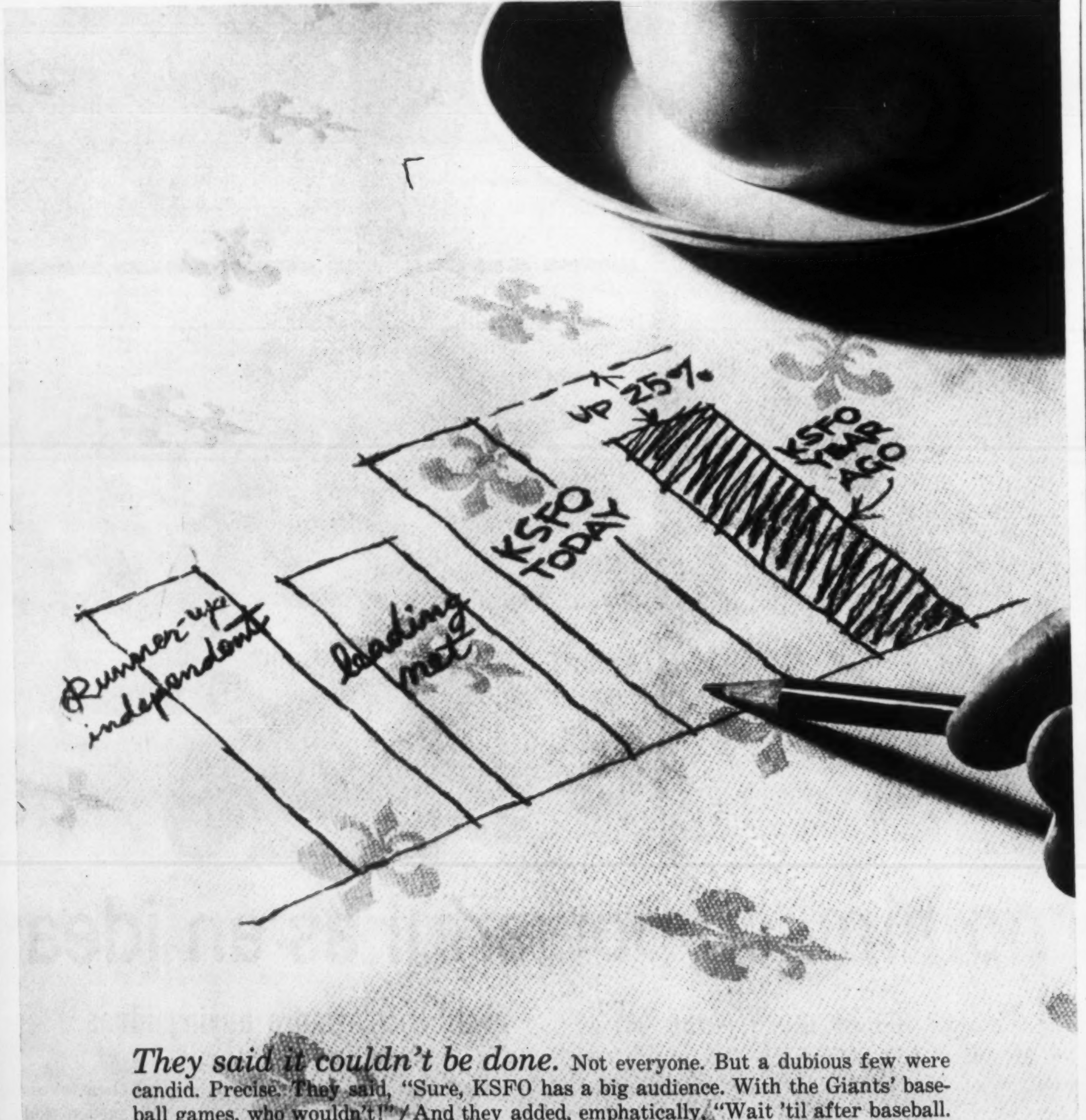
San Francisco officials say they have not received a reply to their request for "proof of financial responsibility" from Skiatron. #

American Machine Accounts Move to Klein, C&W

Fred Wittner Advertising, New York, has resigned all of its American Machine & Foundry Co. accounts—the stitching machinery and tool divisions, effective Feb. 1, and the bakery division, effective April 1. AMF immediately appointed Jules Klein, Pittsfield, Mass., to handle the stitching machinery and tool divisions, and Cunningham & Walsh to take over the bakery division.

Haworth Joins Creative PR

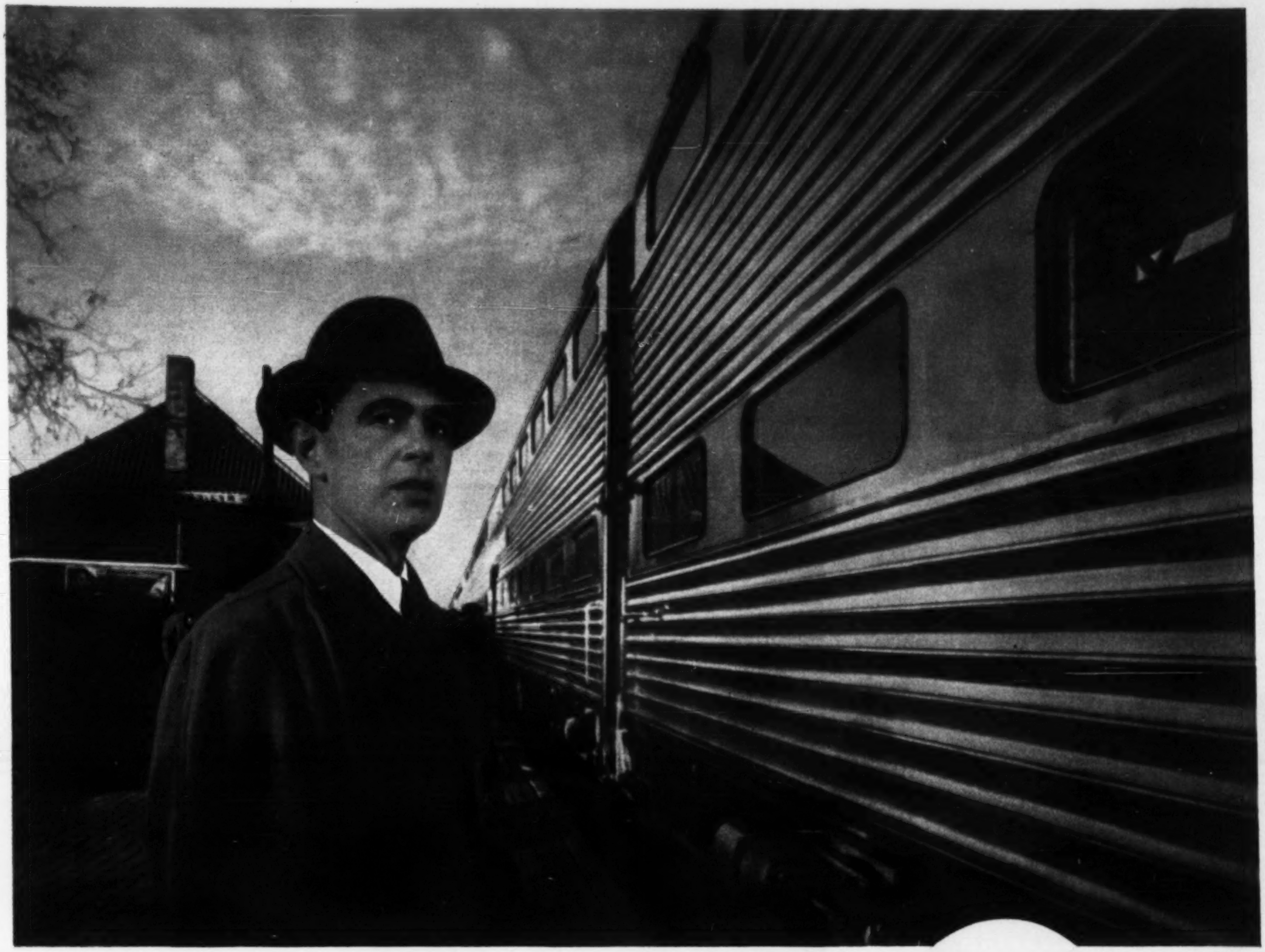
William G. Haworth, formerly associated with Hill & Knowlton, Robinson-Hannegan Associates, and General Motors Corp., has joined Creative PR Inc., New York, public relations affiliate of Anderson & Cairns, as an account supervisor.



They said it couldn't be done. Not everyone. But a dubious few were candid. Precise. They said, "Sure, KSFO has a big audience. With the Giants' baseball games, who wouldn't!" / And they added, emphatically, "Wait 'til after baseball. Plunk. Back to third place." / So much for the forecasts that were rife during baseball season. Has KSFO gone plunk? It has not. / The latest Pulse survey is out. There's not a trace of baseball in it. KSFO is still firmly *first* in the San Francisco-Oakland market. What's more, KSFO has a full 25% more audience than it did one year ago. / For all of the facts, why not sit down with a representative of KSFO or AM Radio Sales. The drinks are on us.

Source: Pulse, November-December 1958. Or, if you prefer: first in the latest Nielsen Station Index, November-December 1958 . . . morning, afternoon, evenings, weekends—everywhere!

KSFO
SAN FRANCISCO • OAKLAND



THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

This suburbanite demonstrates an explosion. Chicago, once a compact urban center, has exploded into a vast complex of magnificent suburbs. Together with the city proper they represent a market of more than 6,000,000—the people who make America's second biggest market.

Always famous as a transportation center, Chicago railways, its city-owned transit system, buses, and helicopters knit the skein that keeps the whole together. Strongly oriented to Chicago itself, thousands of commuters make the daily trek to town on streamlined, air-conditioned trains. Other thousands use subway, bus, helicopter and private autos to come and go.

The whole socio-economic pattern has changed in Chicago. It needs—and in the Chicago Sun-Times it has—a medium of communication and marketing to match this new pattern. Compact in size, modern in its approach, the Sun-Times was born and has come to dominance in this same period of explosion to the suburbs.

If the Chicago suburbs have any one distinguishing element it is the youth of their citizens. A distinguishing element of the Sun-Times is, likewise, the youth of its readers. Survey after survey shows the Sun-Times outdoing competition in the field of young readership.

Perhaps this is because the paper itself—and its viewpoint as well—is young. A tremendous new plant implements its desire to serve the whole Chicago complex of communities and interests. The response is gratifying and challenging to us.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!

Eleventh in a series

The following comparison clearly shows that

CONCENTRATION IN GREATER MONTREAL

is the profitable policy in Quebec Province

Make the test of an exclusive campaign in La Presse daily and/or roto and watch your product become a feeder in French Canada.

Annual Retail Sales
IN QUEBEC PROVINCE

GREATER MONTREAL MARKET } $2,037,116,000 59.3%
OUTSIDE $1,397,108,000 40.7%

Source: Sales Management's 1958 Survey

LA PRESSE
HEAD OFFICE: MONTREAL, CANADA
U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

Beam Hikes R.O.P. Color Use

James B. Beam Distilling Co. will increase its use of r.o.p. four color advertising in newspapers in 1959, Everett Kovler, exec vp, announced. Likewise, a comprehensive schedule in national magazines will back its products. Earnings for the last six months of 1958 were $2,209,908, or $1.62 per share, compared with $1,682,939 or $1.23 per share in the same period of 1957. Sales totaled $39,169,793 against $35,954,966.

Allen Retires from Goodyear

Lawrence Kirby Allen, manager of display advertising for Goodyear Tire & Rubber Co., Akron, has retired after 16 years with the company. A successor has not yet been appointed.

Radio-TV Scholarship Offered

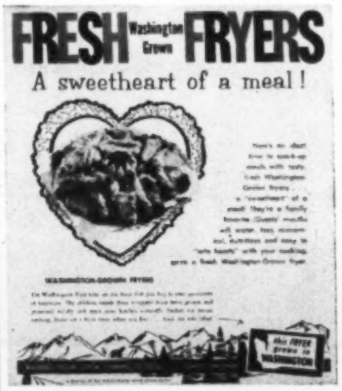
The Broadcast Advertising Club of Chicago has established an annual scholarship fund for students majoring in television and radio at Northwestern University.

Washington Fryer Growers Use Dailies to Push Native Fowl

SEATTLE, Feb. 17—A "February fryer frolic" is highlighting the start of 1959 promotion by the Washington Fryer Commission The drive will use daily newspapers in 20 cities, plus food page publicity and in-store merchandising.

The new campaign marks the third year of activity by the commission, which is supported solely by growers, through an assessment equivalent to 1¢ per fryer. To help in merchandising Washington-grown fryers, state law requires that birds sold in this state be labeled as to the origin. During the past two years, the commission reports, output of Washington fryers has increased by 41%, which it says is the largest increase for any state.

The February promotion tied in with Valentine's Day, with the headline: "Fresh Washington grown fryers, a sweetheart of a meal!"; it also ties in with Washington's birthday, the headline proclaiming "Fresh! Washington fryers, delicious! Washington's own fryers, the 'treat meat' for any meal! Enjoy holiday fare any day of the year."


FRESH Washington Grown FRYERS
A sweetheart of a meal!
WASHINGTON-GROWN FRYERS
this FRYER grown in WASHINGTON

■ Dailies on the schedule are: *Aberdeen World, Anacortes American, Bellingham Herald, Bremerton Sun, Centralia-Chehalis Chronicle, Ellensburg Record, Grant County Journal* (Ephrata), *Everett Herald, Longview Daily News, Skagit Valley Herald* (Mt. Vernon), *Olympia Daily Olympian, Columbia Basin Herald* and *Tri-City Herald* (Pasco), *Port Angeles News, Seattle Post-Intelligencer, Seattle Times, Spokane Spokesman-Review* and *Chronicle, Tacoma News Tribune, Vancouver Columbian-Sun, Walla Walla Union Bulletin, Wenatchee Daily World* and *Yakima Herald and Republic.*

David W. Evans & Associates is the agency. #

Du Pont Plans Carpet Push

E. I. du Pont de Nemours & Co. will use tv and shelter magazines in a promotion for carpet made of Du Pont nylon this spring. Dave Garroway's "Today" and the "Steve Allen Show" (both NBC-TV) and Douglas Edwards' news show (CBS-TV) will be used. A series of six color pages in leading shelter publications is planned, as is trade publications advertising. The whole campaign will focus attention on the 9,000 retailers of Du Pont nylon carpets throughout the country to whom tie-in ad kits are being made available. Batten, Barton, Durstine & Osborn, New York, is the agency.

Nutrilite Names Curtis

Agricultural Products Co., a division of Nutrilite Products Inc., Buena Park, Cal., has named Curtis, Sarver & Witzerman, Long Beach, Cal., to handle advertising and sales promotion for the company's garden products line.

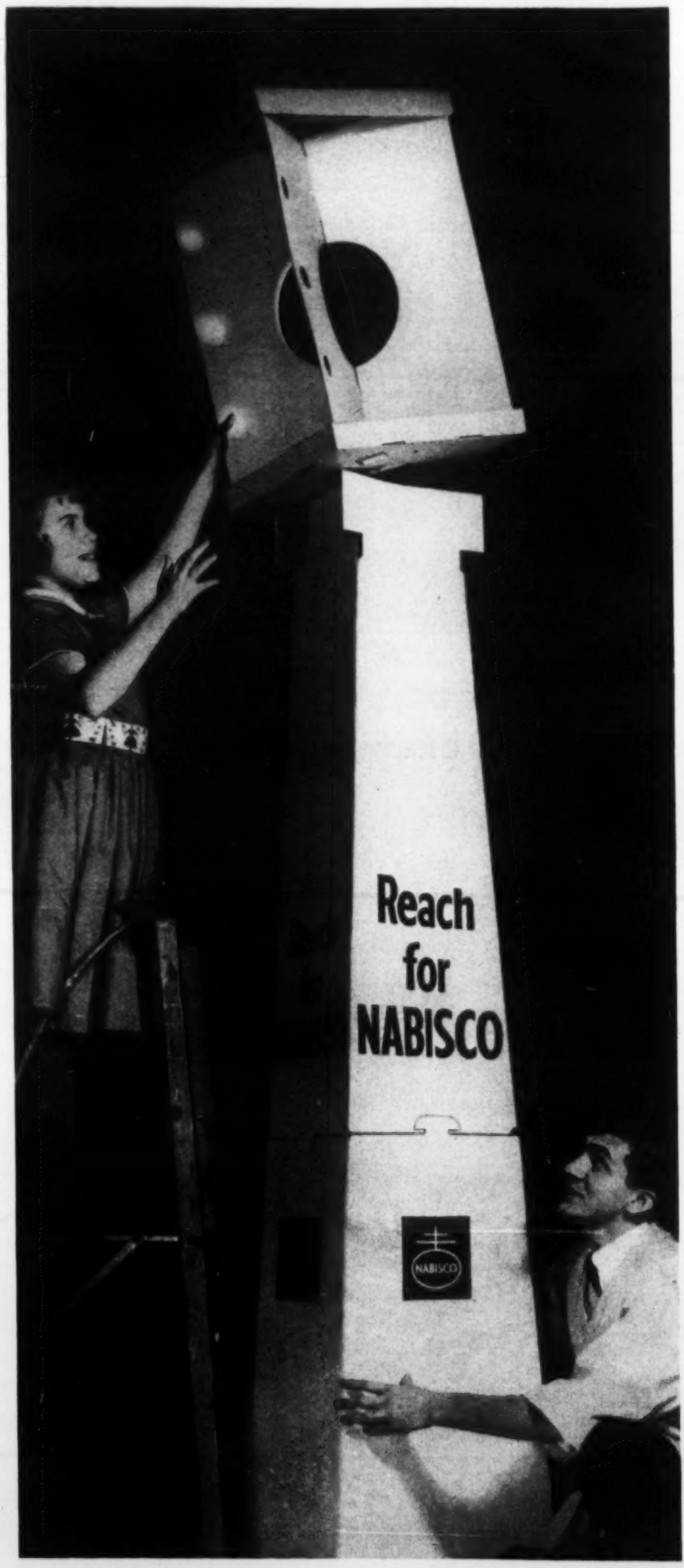
GIBRALTAR SUCCESS STORY:
NABISCO

Why
creative displays
are as easy
as child's play
to set up...

Every advertiser who uses point-of-purchase material knows displays can do a powerful selling job. But they can't sell unless they get out on the floor. The big question is: "How?" The advertiser who knows the answer gets the jump on the competition. Nabisco knew it when it ordered this "spectacular." The answer is simple: Design the display so it can be set up in seconds. That, of course, is not so simple. There are a thousand angles to this business of making point-of-purchase material. Creativity, imagination and know-how count. So, if you want point-of-purchase displays that will win floor space and do a spectacular selling job, SEE...

GIBRALTAR

DISPLAY DIVISION • GIBRALTAR CORRUGATED PAPER COMPANY, INC. • JERSEY CITY 2, N. J.
Telephones: Jersey City—HEnderson 2-6000 • New York City—DIgby 4-0580 • Chicago—MIchigan 2-1602



it could happen only in Miami!

Among the nation's top 10 newspapers with the most advertising, only The Miami Herald showed a gain in 1958 over 1957.

Where thousands of new families each year are discovering the magic of Miami living, new businesses are finding fertile fields for expansion . . . and sales have defied the national recession to reach new high marks.

In this exciting climate of growth and expansion, The Miami Herald is the favorite reading and buying guide.

Unmatched business growth . . . unparalleled climate . . . unchallenged acceptance . . . that is why every year The Herald sets new advertising records.

THE BOX SCORE FOR 1958 . . . IN TOTAL ADVERTISING AMONG AMERICA'S TOP 10 NEWSPAPERS

		1958 Total Advertising Lines	Advertising Lines Gain or Loss in '58
❶	LOS ANGELES TIMES	65,378,199	Loss 1,663,894
❷	The Miami Herald	56,037,633	**GAIN 574,903**
❸	MILWAUKEE JOURNAL	50,974,383	Loss 4,440,772
❹	NEW YORK TIMES	50,655,463	Loss 1,679,050
❺	CHICAGO TRIBUNE	50,080,535	Loss 1,909,228
❻	CLEVELAND PLAIN DEALER	43,928,270	Loss 3,529,353
❼	WASHINGTON STAR	41,798,927	Loss 1,347,540
❽	NEW ORLEANS TIMES-PICAYUNE	41,191,750	Loss 748,250
❾	HOUSTON CHRONICLE	40,473,646	Loss 2,236,620
❿	BALTIMORE SUN	39,956,386	Loss 3,402,145

Make your bid for more business, sales and profits in Florida's Gold Coast expanding economy. Use the unquestionable selling power of *THE TOTAL SELLING MEDIUM IN SOUTH FLORIDA* . . . . . .

The Miami Herald
One of America's Great Newspapers

Nationally represented by Story, Brooks & Finley, Inc.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HM **HUTCHINGS & MELVILLE, INC.** *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Phoenix Agency Bows

Rippey, Reeves & Nott, a new agency offering services in advertising, pr, advertising art and publicity, has opened offices at 407-409 East Roosevelt St., Phoenix. The three principals are Tom Rippey, Paul Reeves and Merle E. Nott. Mr. Reeves, formerly with Charles Garland Agency, Phoenix, also headed his own agency for a year. Mr. Rippey was head of his own Phoenix agency for eight years. Mr. Nott joined the Rippey agency last July after heading the Arizona Society for Crippled Children & Adults for 18 months.

Robertson Named A.M.

Donald B. Robertson, formerly assistant, has been named advertising manager of Southern Counties Gas Co., Los Angeles. He fills the vacancy created last summer when Homer Laughlin retired because of ill health. Mr. Robertson joined the company in 1954 as assistant advertising manager.

RICE
Sound nourishment with sound effects...
Kellogg's
RICE KRISPIES

COMING—*This color page, scheduled for Look, March* 30, *is the latest in Kellogg Co.'s ads featuring Rice Krispies. Leo Burnett Co., Chicago, is the agency.*

Editorial Group Shifts to Washington

WASHINGTON, Feb. 17—The National Editorial Assn. has transferred its headquarters here from Chicago.

In addition to Edgar S. Bayol, exec vp, the move involved four other members of the association's professional staff.

Originally founded in 1886 in St. Paul, the group describes itself as the oldest association in the publishing business. It currently represents about 6,000 hometown newspapers, including dailies, weeklies and semi-weeklies.

▪ Headquarters had shifted from St. Paul to Chicago in 1917. Mr. Bayol said the board of directors authorized the move to Washington because of the increasing importance of legislative matters to the publishing business. He said the move also makes sense from the standpoint of economy because the group had maintained a legislative office here for many years.

Mr. Bayol joined the association last May after 10 years as press counsel for Coca-Cola. Previously he did promotion work with the *New York World Telegram*, the *Washington Star* and the *Alexandria Gazette*. #

Close & Patenaude Opens New York Branch

Close & Patenaude, Philadelphia sales promotion agency, has opened a New York branch at 527 Madison Ave. Director of the new office is Mrs. Eve Kent Smith, formerly promotion manager of the American Rayon Institute. The company also has offices in Wilmington, Dayton and Detroit.

The Chrysler Airtemp division of Chrysler Corp., Dayton, has named Close & Patenaude to handle its sales promotion programs. Grant Advertising has the division's advertising account.

Wunderman, Ricotta Adds Two Accounts; Appoints Two

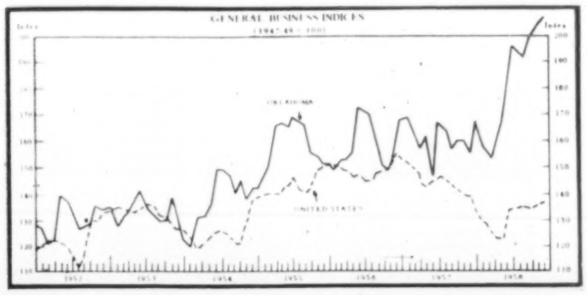
Wunderman, Ricotta & Kline, New York, has been appointed to handle advertising for Galaxy Models Inc., New York, and for Britannica Press, a division of Encyclopaedia Britannica Inc. The agency also has named Irwin Wolin, formerly with Lewin, Williams & Saylor, and Ralph Siegler to its copy department.

L. H. Hartman Names 2

Bruce C. Lennox, formerly in charge of merchandising and statistics at Cavendish Trading Corp., has joined the market research department of L. H. Hartman Advertising, New York. Miles Donis, formerly a copywriter with Ehrlich, Neuwirth & Sobo, has joined Hartman's copy staff.

grow with OKLAHOMA!

Inland Island of Prosperity



Oklahoma was an island of prosperity throughout 1958. General business continued upward during the year without interruption and promises to continue on the way up in 1959.

RETAIL SALES at the end of 10 months in 1958 were topping $2 billion, $40 million better than during the same period in 1957.

IN AGRICULTURE, it was Oklahoma's biggest year in history. The 1958 wheat crop was the largest on record in the state, adding $198 million to the state's income. Livestock brought high prices and the largest income in many years to cattlemen. Most of Oklahoma's other major crops—cotton, grain sorghums, peanuts, corn, pecans, broomcorn—were better than average.

OIL PRODUCTION AND EXPLORATION continued active during 1958 with Oklahoma leading the nation in exploratory drilling during the first seven months of the year. Acreage under lease for oil development increased and 69 of the Oklahoma's 77 counties are now showing oil or gas activity.

RESIDENTIAL BUILDING spurted in the Oklahoma City area in 1958 with 3,006 homes started during the first ten months, 38.5 percent more than were started during the entire year of 1957. Developers are planning even greater activity in 1959. Industrial construction continues at a high level with $115 million worth of industrial business and federal projects in the works.

SHOPPING CENTERS are growing in number and size in Oklahoma City. One, now under construction on a 52-acre site, will contain 49 stores including the largest Montgomery Ward retail store in the U.S. Two other multi-million dollar shopping centers have been announced.

AIR CENTER EXPANSION in Oklahoma City during 1958 included the completion of the Federal Air Agency's new $13.5 million air university for civil aviation which is already due for a $5 million expansion. Ten million dollars are being spent to update and expand municipal airports, and Tinker Air Force Base, which employs 23,000, is adding projects costing nearly $18 million.

URBAN EXPRESSWAYS in and around Oklahoma City totaling 110 miles costing $100 million are well under way.

OKLAHOMA'S UTILITIES are preparing for the increased demands of consumers and industry. Oklahoma Gas & Electric is investing more than $170 million in new facilities; Southwestern Bell Telephone has $157 million budgeted for current development. Western Electric has begun construction on a plant to cost $35 million and employ 4,000.

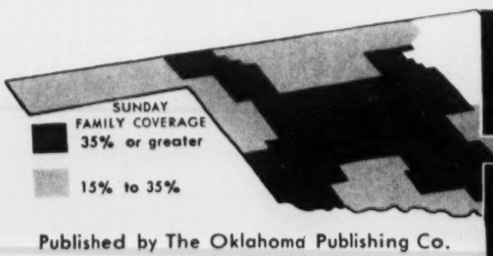
OKLAHOMA
OKLA. CITY
CLEVELAND

OKLAHOMA CITY METROPOLITAN AREA ENLARGED

Growth of central Oklahoma was recognized by the Bureau of the Budget late in 1958 when it amended the official Metropolitan Area definition for Oklahoma City to include Cleveland County. This moves Oklahoma City still higher in the list of the nation's first fifty Standard Metropolitan Areas.

Oklahoma City has been maintaining a pace which has ranked it among the fastest growing cities in the United States.

Sales opportunities are paralleling this continued market growth. Are you taking full advantage of these growing opportunities? Schedule your advertising in the mediums which sell this growing market best—The Daily Oklahoman and Oklahoma City Times.



THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co.
Represented by The Katz Agency

© THE CHAMPION PAPER AND FIBRE CO. 1959

BALANCE is a "must" for good performance. Wedgwood Offset's bright blue-white color, high opacity, controlled moisture content, smooth uniform surface and excellent folding qualities are combined in perfect balance to give dependable performance run after run. For quality catalogs, brochures and direct mail in black and white and multi-color printing.

WEDGWOOD®
WOVE OFFSET

CHAMPION PAPERS

THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO

THE PARADE OF CHAMPION MERCHANTS

QUALITY HOUSES THAT OFFER A QUALITY LINE OF PAPER

ALABAMA	
Birmingham	The Whitaker Paper Company
Mobile	The Partin Paper Company
Montgomery	W. H. Atkinson Fine Papers
ARIZONA	
Phoenix	Blake, Moffitt & Towne Butler Paper Company
Tucson	Blake, Moffitt & Towne
ARKANSAS	
Little Rock	Roach Paper Company
CALIFORNIA	
Fresno	Blake, Moffitt & Towne
Los Angeles	Blake, Moffitt & Towne Carpenter Paper Company
Oakland	Blake, Moffitt & Towne
Sacramento	Blake, Moffitt & Towne
San Francisco	Blake, Moffitt & Towne Carpenter Paper Company
San Jose	Blake, Moffitt & Towne
Stockton	Blake, Moffitt & Towne
COLORADO	
Denver	Graham Paper Company
CONNECTICUT	
Hartford	John Carter & Co., Inc.
New Haven	John Carter & Co., Inc.
DELAWARE	
Wilmington	Whiting-Patterson Co., Inc.
DISTRICT OF COLUMBIA	
Washington	The Whitaker Paper Company
FLORIDA	
Jacksonville	The Jacksonville Paper Co.
Miami	The Everglade Paper Company
Orlando	The Central Paper Company
Tallahassee	The Capital Paper Company
Tampa	The Tampa Paper Company
GEORGIA	
Atlanta	The Whitaker Paper Company
Macon	The Macon Paper Company
Savannah	The Atlantic Paper Company
IDAHO	
Boise	Blake, Moffitt & Towne
Pocatello	Carpenter Paper Company
ILLINOIS	
Chicago	Dwight Brothers Paper Company Parker, Schmidt & Tucker Paper Co.
Decatur	Decatur Paper House, Inc.
Peoria	Peoria Paper House, Inc.
Quincy	Irwin Paper Company
Rock Island	C. J. Duffey Paper Company
INDIANA	
Fort Wayne	The Millcraft Paper Company
Indianapolis	Indiana Paper Company, Inc.
IOWA	
Des Moines	Carpenter Paper Company Pratt Paper Company
Sioux City	Carpenter Paper Company
KANSAS	
Topeka	Carpenter Paper Company
Wichita	Southwest Paper Company
KENTUCKY	
Louisville	The Rowland Paper Company, Inc.
LOUISIANA	
New Orleans	The D & W Paper Co., Inc.
MAINE	
Augusta	John Carter & Company, Inc.
MARYLAND	
Baltimore	Garrett-Buchanan Company The Whitaker Paper Company
MASSACHUSETTS	
Boston	John Carter & Company, Inc.
Springfield	John Carter & Company, Inc.
Worcester	John Carter & Company, Inc.
MICHIGAN	
Detroit	The Whitaker Paper Company
Grand Rapids	Central Michigan Paper Co.
MINNESOTA	
Minneapolis	C. J. Duffey Paper Company Inter-City Paper Company
St. Paul	C. J. Duffey Paper Company Inter-City Paper Company
MISSISSIPPI	
Jackson	Jackson Paper Company
Meridian	Newell Paper Company
MISSOURI	
Kansas City	Carpenter Paper Company
St. Louis	Acme Paper Company Shaughnessy-Kniep-Hawe Paper Company
MONTANA	
Billings	Carpenter Paper Company
Great Falls	Carpenter Paper Company
Missoula	Carpenter Paper Company
NEBRASKA	
Grand Island	Carpenter Paper Company
Lincoln	Carpenter Paper Company
Omaha	Carpenter Paper Company
NEW HAMPSHIRE	
Concord	John Carter & Company, Inc.
NEW JERSEY	
Newark	Central Paper Company
Trenton	Central Paper Company
NEW MEXICO	
Albuquerque	Carpenter Paper Company
NEW YORK	
Albany	Hudson Valley Paper Co.
Binghamton	Stephens & Company, Inc.
Buffalo	Hubbs & Howe Company
Jamestown	The Millcraft Paper Company
New York City	Forest Paper Co., Inc. Milton Paper Co., Inc. Pohlman Paper Co., Inc. Reinhold-Gould, Inc. Royal Paper Corporation The Whitaker Paper Co.
For Export	Bulkley Dunton (Far East) Bulkley Dunton S. A. Champion Paper Corp., S. A. Champion Paper Export Corp.
Rochester	Genesee Valley Paper Company
NORTH CAROLINA	
Asheville	Henley Paper Company
Charlotte	The Charlotte Paper Company
Raleigh	Epes-Fitzgerald Paper Company
OHIO	
Akron	The Millcraft Paper Company
Cincinnati	The Cincinnati Cordage & Paper Company The Whitaker Paper Company
Cleveland	The Millcraft Paper Company
Columbus	Sterling Paper Company
Dayton	The Cincinnati Cordage & Paper Co.
Mansfield	Sterling Paper Company
Toledo	The Millcraft Paper Company
OKLAHOMA	
Oklahoma City	Carpenter Paper Company
Tulsa	Beene Paper Company Tayloe Paper Company
OREGON	
Portland	Blake, Moffitt & Towne Carter, Rice & Co. of Oregon
PENNSYLVANIA	
Allentown	Kemmerer Paper Company (Division of Garrett-Buchanan Company)
Lancaster	Garrett-Buchanan Company
Philadelphia	Garrett-Buchanan Company Paper Merchants, Inc. Whiting-Patterson Company, Inc.
Pittsburgh	The Whitaker Paper Company
Reading	Garrett-Buchanan Company
RHODE ISLAND	
Providence	John Carter & Company, Inc.
SOUTH CAROLINA	
Columbia	Epes-Fitzgerald Paper Company
SOUTH DAKOTA	
Sioux Falls	Sioux Falls Paper Company
TENNESSEE	
Chattanooga	Bond-Sanders Paper Company
Knoxville	The Cincinnati Cordage & Paper Company
Memphis	Tayloe Paper Company
Nashville	Bond-Sanders Paper Company
TEXAS	
Amarillo	Kerr Paper Company
Austin	Carpenter Paper Company
Dallas	Carpenter Paper Company
El Paso	Carpenter Paper Company
Ft. Worth	Carpenter Paper Company
Harlingen	Carpenter Paper Company
Houston	Carpenter Paper Company Southwestern Paper Co.
Lubbock	Carpenter Paper Company
San Antonio	Carpenter Paper Company
UTAH	
Ogden	Carpenter Paper Company
Salt Lake City	Carpenter Paper Company
VIRGINIA	
Norfolk	Epes-Fitzgerald Paper Company
Richmond	Epes-Fitzgerald Paper Company
WASHINGTON	
Seattle	Blake, Moffitt & Towne Carpenter Paper Company
Spokane	Blake, Moffitt & Towne Spokane Paper & Stationery Co.
Tacoma	Blake, Moffitt & Towne
Yakima	Carpenter Paper Company
WEST VIRGINIA	
Huntington	The Cincinnati Cordage & Paper Company
WISCONSIN	
Milwaukee	Dwight Brothers Paper Company
CANADA	
Toronto	Blake Paper Limited

THE CHAMPION PAPER AND FIBRE COMPANY

General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO

EXOTIC—*The first ad in a 1959 series by Magee Carpet Co. dramatizes "moon hues" in carpets. Shelter and women's magazines are the primary media for the campaign, running from March through June. Grey Advertising Agency handles Magee.*

Giantview Comes to NY

Giantview Television Network, Detroit, a closed circuit tv company, which has been active in arranging shows in Detroit, Chicago, Philadelphia and Los Angeles, has opened a New York office at 440 4th Ave. The office will be under the direction of Richard L. Colten, former president of Business Music Inc. and Universal Broadcasting Service. Giantview is a division of Meilink Steel Safe Co.; it makes large screen tv projection equipment as well as arranging shows.

Myrbeck Adds Two Accounts

Gunnar Myrbeck & Co., Quincy, Mass., has been appointed to handle advertising for Thomson Electric Welder Co., Lynn, Mass., and for the New England chapter of the Optical Society of America, Quincy. The agency also has named Charles B. Russell, formerly technical consultant with the U.S. State Department, a technical account executive.

Agencies Filing With ABP Will Get Certificates

NEW YORK, Feb. 17—Advertising agencies that file complete up-to-date financial, ownership and background information with Associated Business Publications will be presented this year with certificates in acknowledgement of their cooperation, William K. Beard, ABP president, said today.

"In essence," Mr. Beard said, "ABP is operating as the central credit information source on advertising agencies using our medium. The more agencies willing to file, the more service we can be to the industry.

■ "The main advantage to the agency in filing," he said, "is that it alleviates the necessity of sending financial reports to each new business paper in which space is placed.

"Agencies on file with ABP need merely refer the publication to the association for information. The individual publisher then makes his independent decision as to whether he should grant the agency credit and commission."

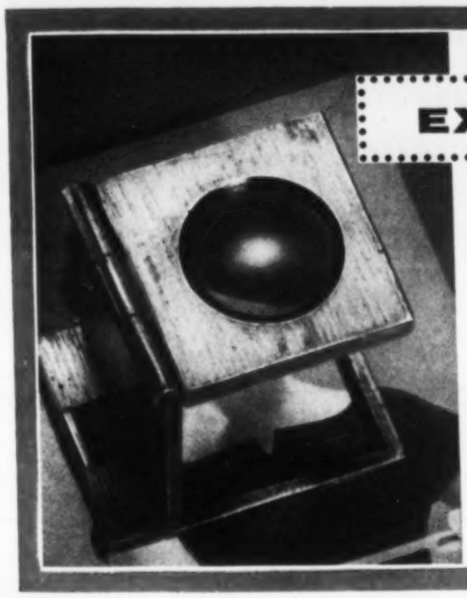
Any agency which is not already on file, and which wishes to do so, Mr. Beard said, may obtain the necessary forms by writing or calling ABP headquarters, 205 E. 42nd St., New York 17, N. Y. (MUrray Hill 6-4980).

The certificate was developed by ABP's agency relations and credit committee, headed by William Gill, credit manager, Fairchild Publications Inc., New York. #

Ciba Sets Institutional Campaign in 'Time'

Ciba, 75-year-old Swiss chemical and pharmaceutical company, will run six color ads in *Time* during 1959 in a new institutional campaign. The first insertion, a center spread, appears in the Feb. 16 issue. There will be two other center spreads and three page units.

Purpose of the campaign is to point up the many different fields in which the company is active throughout the world. The six *Time* ads will highlight Eidophor, Ciba's new color television projector; Cibacron, a new dye; Unitex, an optical brightening agency; Serpasil, a drug to lower blood pressure; and epoxy resins used in hundreds of products. Briggs & Varley, New York, is the agency for the campaign.



EXACTING?

When there can be no compromise with top-quality...

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DEIaware 7-1541

WHAS-TV LOUISVILLE

IF IT IS BIG AND IMPORTANT, IT'S ON WHAS-TV

WHAS TELETHONS HAVE RAISED $1,000,110 FOR HANDICAPPED CHILDREN

$1,000,110 has been contributed to six WHAS Telethons. Professional production, ability to demonstrate the need, good talent, much of it from WHAS-TV's own staff, and viewers' confidence that their money would be spent wisely prompted the overwhelming response.

Their money has built classrooms and playgrounds, trained instructors, performed operations, purchased artificial limbs and a muscular dystrophy bus . . . tested the hearing of 95,000 children, established Kentucky's first cancer clinic for children and first cleft palate and harelip clinic, and much, much more.

When BIG, IMPORTANT things are accomplished in Louisville television, they're accomplished on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

33 Agencies in 'Over $25,000,000' Group Billed $2.7 Billion in 1958

(*Continued from Page* 1)

lard.

Since this is the 15th year of ADVERTISING AGE's exclusive billing report, we should repeat what we have said on every previous occasion we have presented these accounts:

1. These are *agency billings*, a measure of business done by agencies for clients. They no more represent income than do deposits for a bank or face value of policies written for an insurance company.

2. In compiling this report, responding agencies have been asked to say what proportion of their total billings are accounted for by fees, and to capitalize fees by multiplying them by 6⅔ to equalize fee business with billing.

3. Where an agency's international billing is substantial, AA has tried to report it separately.

4. The phrase "estimated" is used in connection with the billing figures of a number of agencies. In some instances this is necessary because of agency or client policy. In most cases where it is, it represents a joint endeavor in which an AA reporter and a top executive of the agency arrived at the reported figure. In a handful of cases in this lengthy report it represents a calculated guess on AA's part, based on the best available data.

In some instances, information received from agencies seemed at variance with information received from other sources which AA usually relies upon in collecting data, and in those instances the figures and other data presented in this agency issue are AA's best estimates, after the most careful checking and analysis of each individual situation.

■ Herewith the billings of the $25,000,000-and-over group, arranged alphabetically:

N. W. Ayer & Son, Philadelphia, billed an estimated $102,000,000 in 1958, down from $107,000,000 estimated in 1957.

During the year it lost Philip Morris & Co.'s Philip Morris cigarets, Tasty Baking Co., and the Yellow Pages account of Reuben H. Donnelley Corp., all lost late in the year. Most of Ayer's 1957 new business did not become effective until 1958, and the expenditures of 35 clients were higher in 1958 than in 1957.

Ayer's media breakdown is not reported, but it experienced an increase in broadcast business: it handled tv for 43 clients and radio for 56 in 1958, compared with tv for 34 and radio for 29 in 1957. The agency has an estimated 1,150 employes in eight offices.

■ Last year it was involved in trying to "clean up" the local vs. national rate situation; it surveyed 150 radio stations—primarily on behalf of client Armour & Co.—and discovered that about a third would accept a national advertiser's business at local rates if the company had a local distributor or plant through which the billing could be directed. Later Armour's advertising director, K. L. Skillin, reported that the company was getting some processed meat advertising at local rates in radio, tv and newspapers by placing the business through its six regional offices.

Ayer realigned its copy department: John J. Pullen was named vp and managing director, and vp Kenneth W. Slifer moved up to executive director, a new post. Richard Powell, vp and author of "The Philadelphian," left Ayer for Florida and fulltime writing, succeeded as head of the information services program by Howard L. Davis. Raymond W. Heffron was named vp in charge of the Boston office, succeeding E. Craig Greiner, who retired after 41 years with the agency. William B. Carr, formerly vp and advertising director of *McCall's*, joined the agency to work in Chicago.

Ted Bates & Co., New York, billed $106,700,000 in 1958, up from $103,400,000 in the preceding year. All billing is domestic.

The agency had a good new business year: in January it added four National Biscuit Co. Dromedary products and its Instant Fizz drink; in September it got Carter Products' Arrid Whirl-in and earlier two products from Carter's Wallace Laboratories, Meprospan and Miltrate; and from Standard Brands it got Siesta instant coffee in January and Fleischmann Supreme margarine in July. It added Brown & Williamson's duMaurier cigarets, effective in 1959.

The Bates agency is notable for its accent on television, which accounts for 74.5% of its billings, followed by newspapers 8.6%, magazines 6.6%, radio 5.9% and outdoor 2.1%. It has 780 employes in two offices.

Last year the agency named Rudolph Montgelas, senior vp and director, to the executive committee, promoted vps E. L. Hill and C. L. MacNally to senior vps, and elected vps Edward A. Grey, Dan Rodgers and Allen M. Whitlock directors. Farrell Gilmore, Harold J. Saz, James A. Benham and Willard Benner were named vps. John N. Calley, former New York head of Henry Jaffe Enterprises, joined as director of new radio-tv program development, succeeding Jerry Chester, who left Bates to become ABC-TV's vp in charge of daytime programming.

The agency estimates 1959 will be "up."

Batten, Barton, Durstine & Osborn, New York, billed $208,700,000 in 1958, of which $6,500,000 represented capitalized fees, and $1,600,000 was billed abroad. This report, including capitalized fees for the first time, compares with

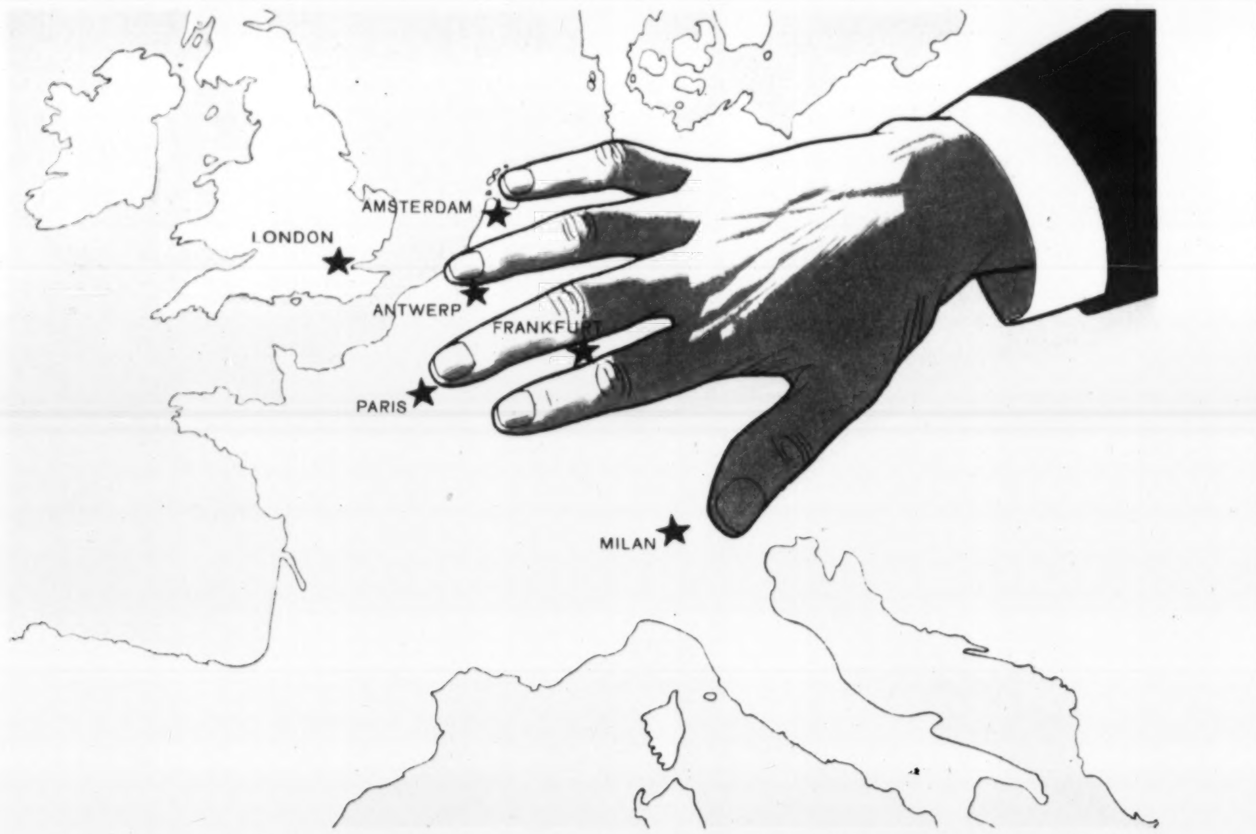
(*Continued on Page* 62)

Top Ten Agencies, Domestic Billing

(Estimated by Advertising Age)
(In Millions of Dollars)

	1958	1957
1. J. Walter Thompson Co.	$214.5	$210
2. Batten, Barton, Durstine & Osborn	207.1	216*
3. McCann-Erickson	207	207.5
4. Young & Rubicam	193	200
5. Ted Bates & Co.	106.7	103.4
6. Benton & Bowles	102	93.9
6. N. W. Ayer & Son	102	107
8. Leo Burnett Co.	98.7	80.2
9. Foote, Cone & Belding	88	88
10. Kenyon & Eckhardt	86.5	83

*Revised figure



Fingers on the pulse of the European Common Market. Five J. Walter Thompson Company offices!

U.S. business is investing in the Common Market faster than in any other major market area

Investments by U. S. companies in the Common Market countries are up 146% over 1950—against a world average of 114%.

Earnings on these investments are increasing faster than the world average (92% against 88%).

Why is business investing at such a rate?

Because major U. S. companies are confident of the continued growth and stability of the Common Market countries. But many companies are not decided on what *long-range effects* the European Common Market will have. Will a tariff wall, for instance, prohibit some kinds of imports?

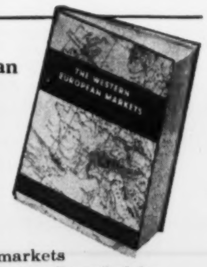
So they are buying and building *on the spot.* Five J. Walter Thompson Company offices on the continent and an office in London are an intimate part of the Common Market development—they are in the midst of the great changes happening almost daily.

These offices are fully staffed. Across the channel the London office by itself is Europe's largest advertising agency. Each office is a completely rounded organization with broad experience in international marketing. Their creative facilities are the best in Europe. They total more than 1,100 people.

Has *your* company made a study of the Common Market? Do you know what *other* U. S. companies are doing to capitalize on this new development? We are making a continuing study of the Common Market and if you wish shall be happy to discuss it or *any* of Europe's 21 markets with you. Simply get in touch with the J. Walter Thompson Company, 420 Lexington Avenue, New York 17, New York.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Johannesburg, Cape Town, Durban, Port Elizabeth, Nairobi, Bombay, Calcutta, New Delhi, Madras, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Manila.



The Western European Markets

This book is proving an indispensable aid to businessmen alert to the opportunities of this rich market area—21 markets—335 million people. Compiled by J. Walter Thompson Company, published by McGraw-Hill. Available at leading bookstores or write J. Walter Thompson Company for 10-day trial examination. 300 pages—$18.00.

7,096,366

Every issue of TV Guide since December 27 has sold more than seven million copies.

Publisher's estimate for the January 31 issue shows 7,096,366 copies sold.

No other weekly magazine has ever approached such circulation stature. No other magazine anywhere has ever won such wide acceptance so quickly . . . TV Guide has yet to mark its sixth birthday. It is by far the fastest-growing magazine in America.

Although the growth of TV Guide has been swift, it is not difficult to place the magazine in perspective. A year ago, its circulation was parallel with that of the other giant weeklies. Today TV Guide sales exceed the guarantee of the next largest weekly magazine by more than a million copies per issue!

Single-copy sales are the most generally accepted criterion of continuing reader interest. They account for 78% of TV Guide circulation. Food outlets produce more than half of TV Guide's single-copy sales.

All this helps explain why TV Guide is becoming a top-of-the-schedule buy for more and more major advertisers . . . and why dollar volume of advertising published and ordered so far this year is 52% ahead of the corresponding figure for 1958.

Best-Selling Weekly Magazine in America . . .

TV GUIDE

Billings of 33 Agencies in $25,000,000-and-up Group

Rounded, usually, to the nearest $1,000,000 (000,000 omitted). All material on this and following pages is copyrighted, 1959, by Advertising Publications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 54.)

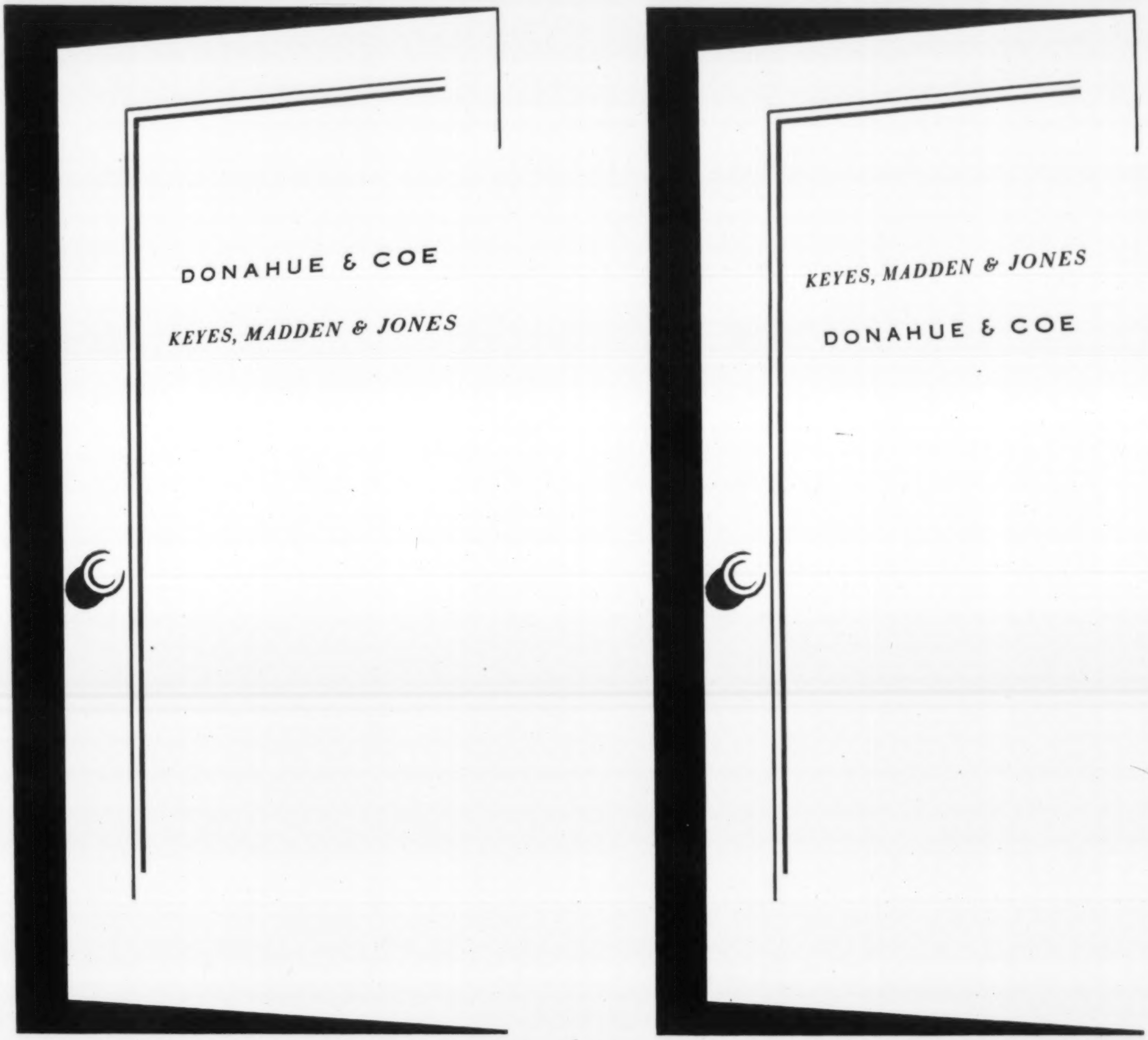
1958 Rank		1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946
1.	J. Walter Thompson Co.	*$302.5	†$290.0	*$255.0	*$220.0	‡*$200.0	*$163.0	*$142.0	$138.0	$130.0	$121.0	$115.0	$103.0	$82.0
2.	McCann-Erickson	265.0	262.0	219.0	166.0	133.0	106.0	94.0	81.0	67.0	60.0	54.0	51.0	46.0
3.	Young & Rubicam	*225.0	*230.0	*200.0	*182.0	*160.0	*138.0	*120.0	*114.0	*92.0	*85.0	*75.0	*65.0	*59.0
4.	Batten, Barton, Durstine & Osborn	208.7	†217.3	194.5	162.5	148.3	137.5	118.0	104.1	87.0	81.4	72.1	59.0	51.0
5.	Ted Bates & Co.	106.7	103.4	75.7	59.2	46.0	38.0	30.0	28.7	25.0	21.0	18.0	17.5	16.5
6.	Benton & Bowles	103.0	93.9	92.0	*68.0	57.5	*57.5	52.8	*52.8	*44.0	*39.0	*34.0	*27.0	*23.0
7.	N. W. Ayer & Son	*102.0	*107.0	97.0	‡*92.0	*87.0	*86.5	*86.5	*85.0	*79.0	*69.5	*67.0	64.0	53.0
8.	Leo Burnett Co.	101.5	†81.2	79.0	71.0	55.0	46.4	37.6	28.0	22.0	17.0	14.0	12.0	10.0
9.	Foote, Cone & Belding	100.0	*96.0	*81.0	*76.0	*77.0	*72.0	70.0	69.0	61.0	51.4	52.6	52.0	40.0
10.	Grant Advertising	96.5	90.5	78.5	67.9	50.0	49.0	45.0	42.0	40.0	40.0	37.0	31.0	25.0
11.	Kenyon & Eckhardt	90.0	86.0	83.0	68.0	51.0	42.0	39.0	39.0	38.0	28.0	26.0	21.0	19.0
12.	Lennen & Newell	83.0	45.0	38.0	38.5	33.0	32.1	25.0	*17.5	*16.0	*15.0	*14.0	13.0	15.0
13.	Dancer-Fitzgerald-Sample	81.0	73.0	61.0	51.0	50.0	‡47.0	44.6	40.1	37.5	37.0	37.0	36.0	31.0
14.	Campbell-Ewald Co.	*80.0	*75.0	*70.0	*58.0	*43.0	*35.0	*28.0	*28.0	*30.0	*20.0	*17.0	*17.0	*14.0
15.	Compton Advertising	75.2	70.1	59.1	45.5	42.1	35.4	‡30.2	30.0	26.0	22.0	22.0	21.0	20.0
16.	Erwin Wasey, Ruthrauff & Ryan	74.7	*73.0											
	Erwin, Wasey & Co.	——	——	*41.0	*39.0	*35.7	*31.0	*30.5	*31.5	*27.5	*24.0	*23.0	*19.0	*19.5
	Ruthrauff & Ryan	——	——	*39.0	*45.0	*44.0	*44.0	*44.5	*50.0	*45.0	*38.7	36.0	34.0	32.0
17.	William Esty Co.	*60.0	*52.0	*60.0	*64.0	*46.0	*43.0	*37.0	*35.2	*32.0	*32.0	*30.0	27.0	18.0
18.	D'Arcy Advertising Co.	56.0	52.1	51.0	57.0	44.5	41.0	35.0	30.0	28.0	26.0	24.0	20.0	20.0
19.	Cunningham & Walsh	51.0	50.4	40.1	47.8	44.7	38.8	37.1	30.6	25.0	26.9	26.4	25.0	19.3
20.	Fuller & Smith & Ross	44.1	44.4	39.0	37.0	41.0	‡40.0	31.0	25.0	23.0	22.0	20.0	18.0	15.0
21.	Sullivan, Stauffer, Colwell & Bayles	43.0	38.6	36.1	31.8	27.5	*23.5	*20.0	*19.5	*17.5	*12.5	10.0	4.5	——
22.	Grey Advertising Agency	42.8	43.6	35.0	30.0	*22.4	*20.6	17.5	*14.5	*13.5	12.0	10.0	10.0	9.5
23.	Kudner Agency	40.0	55.0	66.2	60.0	46.0	*44.2	*39.0	*34.5	*34.0	*29.5	*20.0	*16.0	14.0
24.	Campbell-Mithun	38.3	36.5	35.0	25.0	20.0	15.0	*11.7	10.0	——	——	——	——	——
25.	Needham, Louis & Brorby	38.1	33.4	32.7	30.4	29.3	24.7	19.5	15.0	11.5	12.5	12.0	10.0	10 0
26.	MacManus, John & Adams	35.7	40.1	37.5	38.8	32.8	26.9	22.5	18.0	17.5	15.0	*11.0	*9.0	*8.0
27.	Norman, Craig & Kummel	30.1	28.3	25.8	21.2	20.0	*20.2	*19.0	20.0	15.0	10.0	7.6	5.8	——
28.	Donahue & Coe	29.6	30.9	27.1	20.6	19.3	18.4	17.2	15.5	14.0	13.0	12.5	15.0	*15.0
29.	D. P. Brother & Co.	*28.0	‡32.0	*38.0	31.4	19.7	14.4	10.6	10.0	11.9	——	——	——	——
30.	MacLaren Advertising Co.	27.4	25.4	25.6	21.0	19.9	17.2	13.8	13.2	11.5	——	——	——	——
31.	Ketchum, MacLeod & Grove	27.0	24.2	22.0	16.4	15.4	15.1	13.5	11.3	——	——	——	——	——
32.	Maxon Inc.	26.6	28.0	28.0	28.5	31.0	35.0	30.0	27.0	22.5	20.5	21.6	19.0	14.0
33.	Cockfield, Brown & Co.	26.1	27.5	29.7	27.8	24.8	21.8	17.7	15.7	14.8	12.7	10.0	8.0	7.0

Billings of 51 Agencies in $10,000,000 to $25,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 96.)

34.	Doherty, Clifford, Steers & Shenfield	23.2	20.8	14.1	12.1	10.8	10.4	10.1	9.1	7.9	——	——	——	——
35.	Gardner Advertising Co.**	23.1	22.0	19.6	17.0	19.5	17.7	16.7	16.5	13.1	14.0	12.0	*10.0	*8.0
36.	Doyle Dane Bernbach	22.0	20.1	16.3	11.7	8.0	5.1	3.5	2.6	2.1	——	——	——	——
37.	Geyer Advertising	*21.1	*19.0	*20.5	*21.0	*22.0	*22.0	20.0	20.0	18.5	*16.8	14.0	12.0	10.0
38.	Warwick & Legler	19.1	14.6	14.5	14.3	15.2	14.2	14.1	11.5	10.0	*9.0	——	——	——
39.	Wade Advertising	18.8	‡14.9	*11.0	10.2	11.4	10.4	9.8	——	——	——	——	——	——
40.	W. B. Doner & Co.	18.6	10.8	11.1	11.0	7.0	6.0	3.3	2.6	2.1	1.5	——	——	——
41.	Ogilvy, Benson & Mather	18.5	17.1	14.1	11.8	10.1	10.7	8.5	——	——	——	——	——	——
42.	Keyes, Madden & Jones	18.4	16.9	16.9	16.8	*16.5	16.6	13.1	12.0	11.0	10.3	9.0	9.0	9.0
43.	Bryan Houston Inc.	18.1	14.3	17.2	‡16.8	18.0	——	——	——	——	——	——	——	——
43.	Fletcher D. Richards Inc.	18.1	20.6	21.6	16.6	17.0	16.0	*13.0	10.0	9.7	——	——	——	——
45.	Tatham-Laird Inc.	18.0	20.3	22.1	20 0	13.9	9.0	9.0	7.2	5.0	3.5	——	——	——
46.	Lawrence C. Gumbinner Advertising	17.8	12.0	9.0	——	——	——	——	——	——	——	——	——	——
47.	Bozell & Jacobs Inc.	17.5	18.1	20.1	18.8	15.3	13.3	11.2	9.4	7.0	——	——	——	——
48.	J. M. Mathes Inc.	17.4	20.2	17.5	14.5	13.8	13.5	13.0	12.5	11.3	11.0	11.0	11.0	11.0
48.	Parkson Advertising	*17.4	*15.5	8.0	——	——	——	——	——	——	——	——	——	——
50.	Al Paul Lefton Co.	17.2	17.0	17.0	15.0	14.0	13.2	13.0	12.5	11.0	10.5	10.6	10.5	10.5
51.	Albert Frank-Guenther Law Inc.	16.1	14.8	14.6	14.8	12.3	11.5	10.7	10.2	8.6	7.0	——	——	——
52.	Reach, McClinton & Co.	15.8	12.2	7.1	5.5	——	——	——	——	——	——	——	——	——
53.	Doremus & Co.	*15.0	15.0	14.5	12.5	11.0	10.0	7.8	——	——	——	——	——	——
53.	C. J. LaRoche & Co.	15.0	12.9	11.1	7.2	——	——	——	——	——	——	——	——	——
53.	L. W. Frohlich & Co.	*15.0	†12.5	7.0	5.6	——	——	——	——	——	——	——	——	——
53.	North Advertising	15.0	11.0	10.0	——	——	——	——	——	——	——	——	——	——
57.	William Douglas McAdams Inc.	*14.5	*12.5	12.5	10.0	——	——	——	——	——	——	——	——	——
58.	Ross Roy Inc.	14.4	17.9	15.1	16.1	14.6	18.9	16.0	15.3	13.1	12.8	9.8	——	——
59.	Ellington & Co.	14.0	15.1	15.1	13.5	12.3	10.0	9.0	——	——	——	——	——	——
59.	Edward H. Weiss & Co.	14.0	14.8	12.1	‡13.2	12.5	11.0	5.0	——	——	——	——	——	——
61.	G. M. Basford Co.	13.9	14.1	12.8	11.0	10.0	*9.0	*7.0	——	——	——	——	——	——
62.	Honig-Cooper, Harrington & Miner	13.7	‡ 9.8	10.0	8.0	——	——	——	——	——	——	——	——	——
63.	McKim Advertising	*13.3	*11.2	10.3	9.5	——	——	——	——	——	——	——	——	——
64.	James Lovick & Co.	13.0	13 0	10.3	7.8	——	——	——	——	——	——	——	——	——

*Estimated by AA. **Gardner Advertising and Paris & Peart were merged Jan. 1, 1959. Combined billings for 1958 are $33,300,000. †Revised AA estimate. ‡Revised figure reported. Note: All figures include Canadian and foreign billings.



We've opened the doors to a new concept in advertising agency service!

It makes good sense for all concerned. Simply stated, it's this.

Each agency offers a full roster of services, under individual management direction, in eight cities across the country. Every account enjoys its full share of personal service and attention, yet has available the combined talents of both agencies.

Nice thing about the whole business, it's *working*. Like to know more about how it can benefit *you?* Just write any Keyes, Madden & Jones or Donahue & Coe office.

KEYES, MADDEN & JONES

DIVISION OF RUSSEL M. SEEDS COMPANY, INC.

DONAHUE & COE

NEW YORK · CHICAGO · HOLLYWOOD · LOS ANGELES · MIAMI · ATLANTA · INDIANAPOLIS · MONTREAL

1958 Rank	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946
64. Burke Dowling Adams Inc.	13.0	10.0	4.7	3.2	—	—	—	—	—	—	—	—	—
66. Lambert & Feasley	12.9	‡10.1	10.0	‡10.0	9.7	8.0	7.0	6.0	5.0	5.0	—	—	—
67. Gray & Rogers	12.7	‡12.0	10.3	8.6	6.9	8.3	—	—	—	—	—	—	—
68. Vickers & Benson	12.1	*10.5	6.5	4.5	—	—	—	—	—	—	—	—	—
69. Dowd, Redfield & Johnstone	12.0	14.5	13.5	11.5	9.1	8.5	7.5	6.0	4.5	—	—	—	—
69. Fitzgerald Advertising Agency	*12.0	14.0	*12.0	*10.0	—	—	—	—	—	—	—	—	—
69. Henri, Hurst & McDonald	12.0	12.0	10.0	8.0	9.0	9.0	—	—	—	—	—	—	—
72. Emil Mogul Co.	11.1	10.1	9.9	6.4	—	—	—	—	—	—	—	—	—
73. Kastor, Hilton, Chesley, Clifford & Atherton	10.9	8.9	6.9	—	—	—	—	—	—	—	—	—	—
73. Knox Reeves Advertising	10.9	9.4	6.9	—	—	—	—	—	—	—	—	—	—
73. Marsteller, Rickard, Gebhardt & Reed	*10.9	*11.0	*10.0	—	—	—	—	—	—	—	—	—	—
76. Calkins & Holden	10.5	12.0	15.6	‡10.4	10.0	9.2	8.0	—	—	—	—	—	—
76. Meldrum & Fewsmith	10.5	10.9	10.5	10.2	9.8	8.0	7.1	8.2	6.8	—	—	—	—
78. Rumrill Co.	10.3	9.3	5.5	—	—	—	—	—	—	—	—	—	—
79. Guild, Bascom & Bonfigli	10.2	8.1	8.5	—	—	—	—	—	—	—	—	—	—
79. Paris & Peart**	10.2	10.8	10.5	9.6	—	—	—	—	—	—	—	—	—
81. Griswold-Eshleman Co.	10.0	10.5	9.9	9.4	—	—	—	—	—	—	—	—	—
81. Klau-Van Pietersom-Dunlap	10.0	9.0	9.1	—	—	—	—	—	—	—	—	—	—
81. Buchen Co.	10.0	10.3	10.3	10.3	10.3	*10.3	10.0	9.7	9.7	—	—	—	—
81. Gordon Best Co.	10.0	10.0	—	—	—	—	—	—	—	—	—	—	—

*Estimated by AA. †Revised AA estimate. ‡Revised figure reported. Note: All figures include Canadian and foreign billings.

Billings of 49 Agencies in $5,000,000 to $10,000,00 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in the group begin on Page 120.)

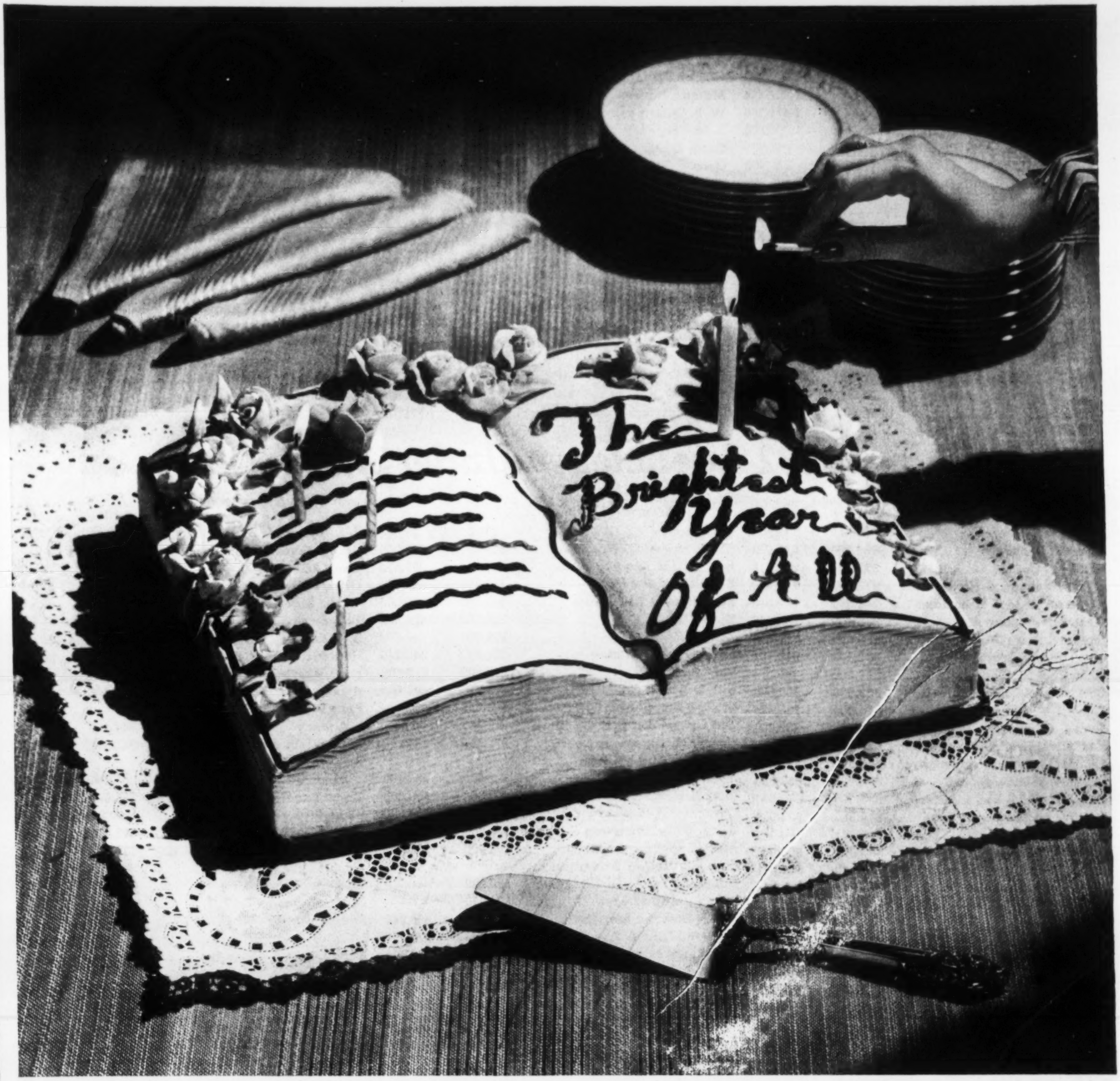
Agency	1958	1957
Cramer-Krasselt Co.	$9,538,751	$ 9,789,463
Charles W. Hoyt Co.	9,401,000	10,092,000
Stanfield, Johnson & Hill	9,350,000	6,110,000
McConnell, Eastman & Co.	9,200,000*	8,500,000*
Potts-Woodbury Inc.	9,083,632	8,657,895
Brooke, Smith, French & Dorrance	9,000,000*	—
Hixson & Jorgensen	9,022,442	9,139,955
Aubrey, Finlay, Marley & Hodgson	8,500,000	8,000,000
MacFarland, Aveyard & Co.	8,500,000*	9,000,000
Arthur Meyerhoff & Co.	8,406,940	7,707,560
Cohen & Aleshire	8,250,000*	9,500,000
Joseph Katz Co.	8,150,000	†8,450,000
Lawrence Fertig & Co.	8,100,000*	9,000,000*
Van Sant, Dugdale & Co.	8,033,587	†7,355,218
Biddle Advertising Co.	8,004,083	7,250,602
McCarty Co.	8,000,000*	7,000,000*
Arndt, Preston, Chapin, Lamb & Keen	8,000,000	6,600,000
Hicks & Greist	7,950,000	7,200,000
Caples Co.	7,500,000	6,000,000
Foster Advertising	7,400,000	6,000,000
Aitkin-Kynett Co.	7,250,000*	†6,000,000
Wesley Associates	7,248,089	5,746,346
John W. Shaw Advertising	7,200,000	7,000,000
L. H. Hartman Co.	7,050,000	5,263,000
Clinton E. Frank Inc.	7,000,000	7,000,000
Wherry, Baker & Tilden	7,000,000	6,000,000
Jackson Associates	6,888,408	3,224,062
Anderson & Cairns	6,869,600	†6,369,000
Street & Finney	6,750,000	6,000,000
Earle Ludgin & Co.	6,500,000*	13,000,000
Baker Advertising Agency	6,500,000	6,500,000
Botsford, Constantine & Gardner	6,415,200	6,384,300
Spitzer & Mills	6,250,000*	6,000,000
Roche, Rickerd & Cleary	6,129,339	7,831,000
Frank B. Sawdon Inc.	6,000,000*	6,820,000
Daniel & Charles	5,951,000	4,800,000
Robert Otto & Co.	5,900,000	5,000,000
Kennedy Sinclaire Inc.	5,733,300	4,997,190
Cole & Weber	5,524,958	3,909,001
Fulton, Morrissey Co.	5,417,393	5,323,559
Brown & Butcher	5,300,000	4,700,000
Product Services	5,267,000	5,400,200
James Thomas Chirurg Co.	5,250,000*	5,200,000
Monroe Greenthal Co.	5,250,000	4,900,000
Gotham-Vladimir Advertising	5,000,000*	6,000,000*
Lang, Fisher & Stashower	5,000,000*	5,000,000*
Lewis & Gilman	5,000,000*	5,000,000*
John F. Murray Co.	5,000,000*	5,000,000
Sweeney & James	5,000,000*	5,000,000

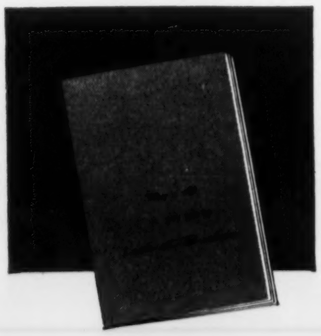
*Estimated by AA. †Revised AA estimate. ‡Revised figure reported. NOTE: All figures include Canadian and foreign billings.

Billings of 123 Agencies in $1,000,000 to $5,000,000 Group

(Listings of account changes, media breakdowns, number of employe s and other details for agencies in this group begin on Page 132.)

Agency	1958	1957
Miller Advertising Agency	$5,000,000	$4,700,000
Howard H. Monk & Associates	4,993,213	4,491,010
Ronalds Advertising Agency	4,775,000	5,600,000
Kircher, Helton & Collett	4,342,000	4,530,000
Walsh Advertising Co.	4,200,000	5,227,921
Friend, Reiss Advertising	4,197,766	4,783,240
Cole, Fischer & Rogow	4,050,000	2,110,000
Breithaupt, Milson Ltd.	4,000,000	2,500,000
Fairfax Inc.	3,846,000	4,000,000
Jordan, Sieber & Corbett	3,828,000	2,760,500
Palm & Patterson	3,820,650	3,788,384
Johnson & Lewis Advertising	3,758,527	2,445,333
Cayton Inc.	3,747,000	3,595,000
Gaynor & Ducas	3,728,654	3,446,260
W. S. Walker Advertising	3,700,000	4,050,000
Schram Advertising Co.	3,635,092	3,397,019
Needham & Grohmann	3,530,000	2,992,000
Paul Venze Associates Inc.	3,365,000	3,805,000
M. Belmont Ver Standig	3,337,000	3,078,000
Hutchins Advertising Co.	3,270,047	3,122,187
Sudler & Hennessey	3,160,000	2,003,815
Byer & Bowman Advertising Agency	3,025,802	3,191,887
Richard K. Manoff Inc.	3,000,000	2,300,000
Wenger-Michael	3,000,000	1,500,000
Wexton Advertising Agency	2,970,440	1,715,383
Luckoff & Wayburn	2,955,093	3,737,263
Burdick & Becker	2,933,847	1,251,960
Lando Advertising Agency	2,751,717	2,105,439
Symonds, MacKenzie & Co.	2,720,423	2,642,446
Rives, Dyke & Son	2,716,473	—
Harris & Co. Advertising	2,700,000	2,700,000
Olian & Bronner	2,700,000	2,500,000
Bishopric-Green-Fielden	2,650,000	2,300,000
Godwin Advertising Agency	2,561,179	2,658,807
Publicidad Badillo	2,539,532	2,502,820
Robert E. Wilson Inc.	2,538,209	1,516,452
Barnes Chase Co.	2,509,000	1,914,000
Garfield-Linn & Co.	2,457,000	1,500,000
Gore Smith Greenland Inc.	2,430,219	3,112,000
Getschal Co.	2,420,000	2,020,000
Kerker, Peterson, Hixon, Hayes	2,410,370	2,778,582
Jackson, Haerr, Peterson, Hall	2,407,500	2,121,600
Charles Anthony Gross Advertising Agency	2,337,570	2,750,250
Frederick E. Baker & Associates	2,315,046	1,785,825
Hart-Conway Co.	2,212,535	2,029,706
Henry Quednau Inc.	2,209,000	1,982,900
Gillham Advertising	2,200,000	2,135,000
Carr Liggett Advertising Inc.	2,158,477	1,936,733
Powell, Schoenbrod & Hall Advertising	2,115,653	1,535,000
Roland G. E. Ullman Organization	2,103,000	2,000,000
Lilienfeld & Co.	2,066,964	1,981,983
Ritter, Sanford, Price & Chalek	2,010,000	1,450,000
Harry M. Frost Co.	2,008,977	1,938,355
Malcolm Howard	2,000,000	2,000,000
J. M. Camp & Co.	2,000,000	1,750,000
William Hart Adler Inc.	1,983,700	1,907,000
Wentzel, Wainwright, Poister & Poor	1,906,638	1,062,297
Jones, Brakeley & Rockwell	1,855,461	1,957,437
Grubb & Peterson Advertising	1,845,739	1,783,513
Batz-Hodgson-Neuwoehner	1,816,746	1,564,405
Irving J. Rosenbloom & Associates	1,800,000	1,200,000
O'Neil, Larson & McMahon	1,686,983	—
Huot Advertising Agency	1,673,468	1,245,010
Leber & Katz	1,660,000	1,190,000
Harris D. McKinney Inc.	1,640,500	1,365,320
Phillips Ramsey Co.	1,637,556	1,077,140





You'll forgive us for saying our progress report looks good enough to eat!

Actually, 1958 turned out to be a most palatable year for Buchen—on many counts; the brightest of all our 35 years in the agency business.

At first, there were problems of digestion—how best to chew what we'd bitten off. (Founder Walther Buchen had just retired, turning the agency over to 30 stockholder-members.)

The second half brought sweet news. Between August and December, ADVERTISING AGE has lined no less than three major account changes ending with those lovely words: "*. . . to Buchen.*" Billings rose two million dollars.

Beneath the frosting, the cake was looking good, too. The agency used 1958 to step up services in many areas, most notably in Merchandising and Public Relations. The new facilities, combined with our old strengths, give us more to offer than ever before.

Now a wish as we blow out the candles: We hope you will write for the new booklet describing our agency services. We promise you'll find it worth looking into . . .

Look at Buchen

THE BUCHEN COMPANY • ADVERTISING • 400 W. MADISON • CHICAGO 6

Agency	1958	1957
Dillon-Cousins & Associates	1,600,000	1,300,000
Stern, Walters & Simmons	1,596,072	1,137,400
J. M. Hickerson Inc.	1,559,116	1,554,472
Robertson, Buckley & Gotsch	1,542,072	1,219,764
Woodard, Voss & Hevenor	1,510,795	1,472,166
Lavidge & Davis	1,500,000	1,300,000
Bradley, Venning, Hilton & Atherton	1,500,000	750,000
S. M. Brooks Advertising	1,488,811	1,420,632
Paul-Phelan Advertising	1,479,540	1,282,050
Paul Locke Advertising	1,479,124	1,208,506
Weightman Inc.	1,450,000	1,110,000
MacDonald-Cook Co.	1,437,184	1,560,063
Proebsting, August & Harpham	1,421,855	1,325,042
Kniep Associates	1,402,401	648,209
Arnold & Co.	1,348,000	1,008,000
Associated Advertising	1,345,000	1,319,000
Charles Bowers Advertising	1,344,868	1,879,711
Sidney Clayton & Associates	1,332,519	1,122,016
Aylin Advertising Agency	1,330,800	1,128,900
W. A. McCracken Ltd.	1,300,000	1,050,000

Agency	1958	1957
Herbert Baker Advertising	1,300,000	1,000,000
Sanger-Funnell	1,286,200	—
George L. Mallis Inc.	1,270,000	—
Marcus Advertising	1,266,259	1,046,887
W. B. Geissinger & Co.	1,258,000	1,050,900
E. M. Freystadt Associates	1,255,124	1,286,585
Smith & Dorian	1,242,220	—
George T. Metcalf Co.	1,238,396	1,185,694
Hoefer, Dieterich & Brown	1,233,000	1,224,000
Arthur Towell Inc.	1,230,780	1,005,218
Jennings & Thompson Advertising	1,225,000	885,000
White & Shuford Advertising	1,208,325	1,130,900
Carl Lawson Advertising Co.	1,206,038	—
Gamut Inc.	1,194,399	1,112,369
Stepien-Carr Advertising	1,150,500	650,250
Harry P. Bridge Co.	1,121,056	—
Charles A. Mottl Inc.	1,117,000	748,000
Givens-Davies Advertising Agency	1,102,300	930,800
Baer, Kemble & Spicer	1,101,700	1,276,700

Agency	1958	1957
F. P. Walther Jr. & Assoc.	1,100,000	800,000
Lago & Whitehead	1,095,073	1,421,004
Watts, Payne Advertising	1,086,155	1,070,092
Davis, Parsons & Strohmeier	1,082,087	889,158
Fischbein Advertising	1,070,000	900,000
Newmark's Advertising Agency	1,056,000	1,021,000
Bonsib Inc.	1,055,739	955,355
Jefferson Advertising Agency	1,050,586	1,039,011
Hal Stebbins Inc.	1,026,286	—
M. M. Fisher Associates	1,021,000	683,702
Commerce Advertising Agency	1,020,000	1,340,000
Fessel-Siegfriedt Advertising	1,019,173	—
Vance Fawcett Associates	1,016,000	860,000
S. Gunnar Myrbeck & Co.	1,015,838	770,000
R. H. Alber Co.	1,015,668	1,401,249
De Garmo Inc.	1,008,453	843,794
Clark, Dunagan & Huffbines	1,001,000	490,000
Mullen & Associates	1,000,000	1,000,000

Billings of 232 Agencies in Under $1,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 146.)

Agency	1958	1957
Duncan-Brooks Inc.	$989,280	$1,013,093
Mullican Co.	978,374	960,416
Stern, Newman & Hayes	972,247	773,000
Coleman Todd & Associates	942,000	—
Gent Advertising	883,350	733,340
Enyart E. Rose Advertising	875,000	700,000
Cruttenden Advertising	872,400	1,016,187
McNeill & McCleery	872,000	—
Carl Nelson & Associates	857,000	950,000
Parsons, Friedmann & Central	856,000	1,135,384
Feeley Advertising	850,000	850,000
Headen, Harrell & Wentsel	850,000	—
Thomas C. Wilson Advertising	841,248	723,376
Dobbins, Woodward & Co.	834,185	667,000
Joseph F. Callo Inc.	833,500	600,000
Max W. Becker Advertising	819,969	631,000
Nattall & Maloney Ltd.	816,171	—
Michael Newmark Agency	800,000	600,000
Curtis, Sarver & Witzerman	795,996	641,081
Gottschaldt & Associates	795,378	940,215
Frances, Morris & Evans Inc.	789,043	625,200
G. R. Sauviat & Associates	783,335	615,000
Louis Benito Advertising	764,122	712,855
Gibney & Barreca	760,000	679,000
Neale Advertising	756,127	742,454
Lloyd S. Howard Associates	754,800	525,400
James C. Seix Co.	725,000	650,000
Watson-Manning Advertising	720,223	397,655
Laurel Advertising Inc.	711,102	528,317
Pfaus-Finkle	700,200	604,543
Ted Lamb & Associates	700,000	650,000
Wyman Co.	700,000	600,000
Reilly, Brown & Tapply	694,017	501,718
Franklin Associates	683,955	647,531
Getz & Sandborg	675,393	560,511
Charles E. Vautrain Associates	654,757	468,993
General Advertising Agency	650,000	500,000
John L. Douglas & Associates	648,000	325,000
Nemorow Advertising Agency	645,411	503,155
Grimm & Craigle	634,382	—
George S. Sandler Inc.	633,400	399,105
Kenneth B. Butler & Associates	622,947	606,000
Mark Schreiber Advertising	615,000	559,000
Morrison Advertising	603,000	621,000
Van Brunt & Co.	600,000	—
Goodis, Goldberg, Dair	585,600	335,000
Phyllis Lacey Advertising	583,400	490,050
Harold E. Flint & Associates	575,053	383,201
Buxton Advertising Agency	575,008	492,000
Craig & Reid	560,000	575,000
Advertising Associates	554,249	315,515
Friend, Krieger & Johnston	551,700	498,000

Agency	1958	1957
Shlakman Advertising Co.	550,000	525,000
Ken Seitz & Associates	546,187	699,955
E. T. Holmgren Inc.	538,200	598,000
Buss, Bear & Associates	530,000	610,000
Yount Co.	525,764	524,531
Zam & Kirshner Co.	522,000	—
Franklin Advertising Inc.	521,893	348,340
Max H. Jacobs	519,809	613,503
R. I. David & Co.	513,783	442,605
W. L. Vomack Inc.	513,758	—
Ted Gravenson Inc.	513,450	—
Hall & Thompson	511,745	509,210
Joseph P. Abraham & Associates	500,000	555,400
John B. Hickox Inc.	500,000	550,000
Carpenter Advertising Co.	500,000	500,000
Terry, Gray, Schwartz & Harris	500,000	300,000
Allan Copeland & Garnitz	500,000	150,000
Edelstein-Nelson Advertising Agency Inc.	500,000	—
Torobin Advertising	500,000	—
Litman-Stevens Inc.	498,786	486,740
Herbert Willis & Associates	487,334	376,193
Fred Riger Advertising Agency	485,520	389,434
Siegel Colgrove & Associates	481,488	370,713
Revere Advertising	471,300	414,000
Town Crier Agency	468,788	461,361
Solis S. Cantor Advertising	462,480	425,000
Bonfield Associates	462,422	—
Lindeman Advertising	457,247	487,920
Columbia Advertising Inc.	455,907	491,493
Firestone-Goodman Advertising	454,522	401,000
Bridges-Sharpe Associates	454,328	475,710
John T. Hall & Co.	451,000	467,000
Harold C. Walker Advertising	450,000	500,000
Art Gruber Associates	450,000	450,000
Joseph Parro Associates	446,800	145,040
Lincoln J. Carter Advertising	445,398	390,094
Gorchov Advertising	433,908	561,520
Mahool Advertising	433,500	428,800
Gislason-Reynold Ltd.	427,000	428,000
Fletcher, Wessel & Enright	423,157	—
Woodrum & Sto[illegible]	418,000	365,000
J. W. Spellman Inc.	417,682	78,000
Wendt Advertising Agency	416,358	405,297
Black & Musen	414,500	340,500
Charles Palm & Co.	407,488	543,845
McCaffrey Advertising Agency	402,263	306,048
Charles F. Fry Advertising Associates	401,227	223,598
J. B. Sebrell Advertising Agency	400,000	550,000
Ralph W. Hobbs Associates	400,000	400,000

Agency	1958	1957
Ralph Martin Tell	400,000	—
Stral Advertising Co.	395,000	275,000
Crisp & Harrison	393,044	379,566
W. S. Kirkland Advertising	389,000	435,000
Weston Associates Inc.	365,360	267,000
S. J. Kossock & Associates	362,019	212,503
Heritage Advertising Agency	358,333	562,000
Davies & McKinney	351,444	—
Arbogust Co.	349,732	377,974
Fred R. Becker Advertising Agency	349,668	385,431
Maercklein Advertising Agency	342,000	—
Frederick G. Williams & Associates	341,159	354,152
Chris Yaneff Ltd.	336,000	216,000
Read Bros. Advertising	333,000	374,776
Schnell & Associates	333,000	350,000
Emmet J. Newman Advertising	332,899	135,087
Admakers	330,321	324,353
Tri-State Advertising Co.	329,502	276,963
M. L. Samson Co.	328,543	344,695
Fyten-Hoffman	325,000	300,000
Lookout Advertising	322,867	301,296
Hood, Light & Geise Inc.	322,368	278,436
Wyckoff & Associates	313,953	322,981
Maurice Paulsen Advertising	309,928	187,454
Ted Levy, Richard Lane & Co.	307,781	253,110
Iversen-Ford Associates	304,715	279,035
Stevenson & Associates	301,000	280,000
Hunter Scott, Findley & Lake Advertising	300,001	305,171
Earle Palmer Brown & Associates	295,790	—
R. C. Breth Inc.	287,269	285,720
Albert A. Kohler Co.	279,838	249,334
Charles H. Mayne Co.	272,338	287,874
E. Taylor Wertheim Advertising	269,000	265,500
Ed. St. Aubin Associates	264,802	218,577
Paul A. Fergus Co.	256,804	209,292
Russell Kolburne Inc.	253,650	211,340
Clint Leap Inc.	250,108	235,850
Park Lane Advertising Associates	250,000	289,750
Gene Wyble Advertising	250,000	190,000
International Advertising Co.	250,000	—
Wilson-Seylor-Ware	250,000	—
Ellison L. Meier Advertising	242,000	180,000
Bert Lundmark Advertising	236,250	303,150
J. W. Christopher Advertising	232,500	257,304
John Shrager Inc.	227,000	227,000
Jack Mathis Advertising	225,000	200,000
John Meck & Staff	225,000	136,000
Nyburg Advertising	224,882	258,707

THE EXECUTIVES IN COMMAND

the institutions buying team

*buy or specify all products for the entire Institution.**

(And they turn to INSTITUTIONS MAGAZINE to find every product need!)

**In all Institutions, including Restaurants, Hotels, Hospitals, Schools and Colleges, etc.*

EXECUTIVES IN COMMAND . . .
like this Institutions executive team in command of ALL purchasing for Restaurant Associates, Inc., New York City.

BLACKSTONE STUDIOS

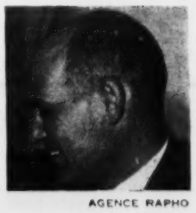
Jerome Brody
President

AUGUSTA BERNS
BAMBERGER STUDIO

Joseph H. Baum
Vice President
Director of
Restaurant Operations

Robert Roehrig
Director of
Food Purchasing

Lee Jaffe
Director of
Equipment Purchasing



AGENCE RAPHO

. . . backed up, of course, by their suppliers and specifiers . . . their food wholesalers . . . their food service equipment dealers, contract houses, architects, designers and decorators.

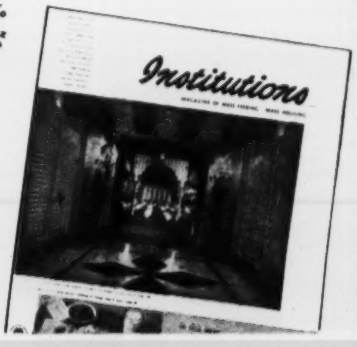
When important Institutions buying decisions are to be made, the Institutions executive buying team will make them. Restaurant Associates, Inc., one of the nation's largest, most progressive mass feeding operators is a good case in point. They buy everything, including food, food service equipment, furnishings, maintenance equipment and building products, for many diverse operations from the sumptuous Forum of the Twelve Caesars in New York City to the Riker's counter operations. Purchasing is a 3-way executive buying-team effort. For equipment, the executive buying team consists of Lee Jaffe, Dir. of Equipment Purchasing and his associates; Joseph H. Baum, V. P., Dir. of Restaurant Operations; and the specific Unit Manager. For food, it is Robert Roehrig, Dir. of Food Purchasing and his associates; Joseph H. Baum, V. P., Dir. of Restaurant Operations; and the specific Unit Manager. Restaurant Associates, Inc., is a constantly expanding operation . . . always demanding high quality . . . operating on a definite buying-team basis.

This, then must be your sales approach to the Institutions Market—restaurants, hotels, hospitals, schools and colleges, etc. THE EXECUTIVES IN COMMAND, that is the Institutions Buying Team, in almost every Institution follows to a great degree the team effort just described. It is not enough to limit your selling to individuals. You must sell the *whole* executive team . . . Sell them and you sell your product!

How do you reach the Institutions executive buying team? Through the *only* publication, the one publication *totally* dedicated to the interests of the Institutions executive—INSTITUTIONS Magazine. It is important to him because it pinpoints his interests . . . comes up with the right answers to his needs and the right solutions to his problems. If you have a product that fits the Institutions Market (and almost *all* products do) your product story in INSTITUTIONS Magazine will go where important Institutions buying power responsibility is concentrated: among THE EXECUTIVES IN COMMAND.

CONSULT YOUR ADVERTISING AGENCY

ABC AUDITED PAID CIRCULATION



Institutions®

MAGAZINE OF MASS FEEDING/MASS HOUSING
1801 PRAIRIE AVENUE, CHICAGO 16, ILLINOIS

Agency	1958	1957
Gardiner Advertising	222,838	215,438
Keystone Advertising	222,595	290,478
Ad Fried & Associates	220,000	———
Raymond I. Lang Advertising	218,210	208,862
George Eschbaugh Advertising	216,638	96,700
Lenhart & Co.	212,736	———
R. B. Moreland & Co.	211,054	186,000
Ben Woodhead Advertising	209,790	190,400
Neds & Wardlow Advertising Agency	205,472	178,388
Roark & Colby Advertising	205,000	———
Douglas Advertising Agency	202,836	187,736
Early Maxwell Associates	202,000	———
Gadsby Advertising	200,000	———
Thorpe Advertising Agency	195,000	152,000
Food Research & Advertising	194,052	194,052
Sutnar-Office	186,000	———
Allan Associates	185,000	132,000
Winn-McLane Associates	182,000	124,400
J. H. Kennedy Advertising	175,663	240,000
Pace, Root & South	175,005	237,404
Associated Advertising Counselors	170,310	401,624
Malcolm Advertising Agency	170,000	230,000
Leonard Davis Advertising	163,000	175,612
Womack-Snelson Advertising	161,500	178,000
E. L. Speer Advertising Agency	158,000	90,000
Geren Advertising	153,371	———
Griffith & Rowland	151,745	208,648
Levinger Advertising Agency	144,040	135,225
M. W. Hartung & Associates	141,633	307,237
Magna Advertising	138,000	74,000
M. B. Brucker Co.	137,700	115,000
Don Jenne Advertising Agency	132,500	123,000
Scott Henderson Advertising	131,298	133,295
Earl R. Culp Co.	130,129	122,262
Allied Business Consultants	128,607	133,230
Bill West Advertising	128,000	87,000
The Patten Co.	127,432	410,011
Bob Hairston & Associates	125,000	116,000
Anderson Advertising Agency	120,005	154,695
Campbell-Sanford Advertising Co.	120,000	150,000
Harper Co.	118,502	132,371
Roy C. Goettsche Advertising	118,344	———
Richard C. Proctor Advertising	117,000	76,000
Nate Goldberg Advertising Agency	115,050	———
Simmons Advertising Agency	112,530	107,691
Madison Advertising	110,310	105,401
Ad-Ventures Inc.	108,450	———
Byrun Advertising Agency	107,845	113,242
Gerald Keller Co.	107,500	103,000
Braco Associates	107,319	80,015
Acme Advertising Agency	105,698	———
Arnie Matanky	104,950	81,090
Brace Associates	102,000	80,000
Forbes Advertising Agency	101,350	74,000
Ken Fox Co.	101,223	———
Tames Advertising Agency	101,000	34,000
R. J. McFarlin & Co.	100,000	118,000
Oster Advertising Agency	100,000	———
Robert Peterson Advertising Management	100,000	105,000
Saks & Grinnell	95,454	91,910
Gordon Rosholt & Co.	95,072	84,719
S. L. Althouse	88,134	61,949
MacLaughlin Advertising Agency	86,512	87,852
Hemsing Advertising	86,260	81,651
Jonethis/Larson Advertising	83,500	55,500
George Wern Advertising Agency	75,021	58,000
Agricultural Information Service	74,385	81,611
Park Advertising	74,275	78,012
Mohawk Advertising Co.	73,198	37,000
C. F. Kern Advertising Agency	72,778	209,995
Shafter, Lazarus & LaShay	69,600	———
Robert E. Weissman Associates	67,579	———
Davidor Advertising Agency	60,000	———
Rex Farrall Inc.	59,606	72,663
Root Advertising Agency	56,375	46,192
R. M. Stocking Co.	50,000	50,000
Flamm Advertising	50,000	30,000
Ad-Art Associates	44,376	45,028
Stewart Associates	43,000	38,000
Nicholas Masso Advertising	40,020	63,360
Howard W. Nareau Advertising	37,672	———
G. Wilfred Wright	25,000	25,000
James L. Smith	5,712	4,458

Billings of 72 Foreign Agencies

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 170.)

Agency	1958	1957
Dentsu Advertising	$101,297,545	$88,649,670
Colman, Prentis & Varley	39,200,000	———
London Press Exchange	32,425,000	27,170,000
S. H. Benson Ltd.	32,000,000*	———
Mather & Crowther	20,000,000*	———
Masius & Fergusson	15,400,000	———
W. S. Crawford Ltd.	10,360,000*	———
Publicis S.A.	10,000,000	8,400,000
F. C. Pritchard Wood & Partners	9,800,000*	———
Lintas Ltd.	9,800,000*	———
Service Advertising	8,700,000	7,200,000
AB Svenska Telegrambyran	8,000,000	7,000,000
Synergie Publicite & Propagande	8,000,000	6,022,000
G. S. Royds Ltd.	7,560,000*	———
Carl Gabler Werbegesiellschaft	7,083,500	5,992,500
Publicite R. L. Dupuy	7,000,000	6,000,000
Dorland Advertising	6,440,000*	———
Osborne-Peacock	6,000,000*	5,500,000
Greenlys	5,600,000*	———
John Haddon & Co.	5,600,000*	———
Alfred Pemberton	5,564,526	4,547,602
Lambe & Robinson-Benton & Bowles Ltd.	5,500,000*	———
C. J. Lytle (Advertising)	5,320,000*	———
Dolan, Ducker, Whitcombe & Stewart	5,200,000	4,100,000
Troost Werbeagentur	5,120,000	3,145,000
G. Street & Co.	5,040,000*	———
Notley Advertising	4,920,000	4,540,000
Ervaco Advertising	4,865,000	4,280,000
Saward, Baker & Co.	4,760,000*	———
Dr. Rudolf Farmer Advertising	4,030,000	3,680,000
Noble Advertising	4,000,000	3,316,800
Everetts Advertising	3,920,000*	———
S. C. Peacock Ltd.	3,640,000*	———
Smit's Reclame-advies en Servicebureau	3,450,000	3,240,000
Dr. Grupe & Co.	3,400,000	2,500,000
John Hobson & Partners	3,640,000*	———
Rumble, Crowthers & Nicholas	3,360,000*	———
Clifford Bloxham & Partners	3,360,000*	———
Charles F. Higham Ltd.	3,360,000*	———
Samson Clark & Co.	3,360,000	———
Alfred Bates & Sons	3,336,000*	———
Harlang & Toksvig Reklamebureau	3,140,000	2,710,000
S. T. Garland Advertising Service	3,080,000*	———
Legget Nicholson & Partners	3,080,000*	———
T. B. Browne Ltd.	3,080,000*	———
Willings Press Service	3,080,000*	———
Allardyce Palmer	3,060,000	2,910,000
Publicidad Guastella	3,000,000	2,550,000
Napper, Stinton & Wolley	2,800,000*	———
C. Vernon & Sons	2,800,000*	———
Nijgh & Van Ditmar	2,600,000	———
Canny, Paramor & Canny Pty.	2,255,485	1,837,235
Noel Paton-Warwick Advertising Services Pty.	2,035,000	———
Publicontrol S.A.	1,872,000	1,689,000
Cathay	1,722,276	1,311,403
Norton Publicidade	1,700,000	1,600,000
Soria, Ruiz & Cia. Publicidad	1,400,000	1,200,000
Philprom Inc.	1,000,000	900,000
Yuste Publicidad	775,000	535,000
D. K. Leventis Agency	560,000	———
A/S D.E.A. Reklamebureau for Danske Erhverv	519,463	460,406
Ricardo de Luca—Publicidad Tan	500,000	385,000
Trygve Dalseg & Co.	435,000	340,000
Raynor Webber & Stiles	420,000	168,000
Publicidad Lowder	400,000	500,000
Hellenic Advertising	390,000	323,500
National Advertising Service		
Allmnna Annonsbyran	355,000	282,000
Private	380,000	———
Magallanes Publicidad	190,000	40,000
Arrow Advertising Agency	183,200	126,960
Oriental Advertising Agency	66,503	16,959

*Estimated by AA

(Continued from Page 54)

these figures for 1957: total billing $217,300,000, capitalized fees $8,000,000, and billing outside the U.S. $1,300,000.

BBDO added RCA's Popular Album Club, Minneapolis-Moline, *Los Angeles Times-Mirror*, Omega Watches, Exide Batteries, Parker Corp., General Electric Credit Corp., Bristol-Myers' Trig, Mall Tool in Canada, Conn Organ, American-Standard's air conditioning division, Forstmann's men's wear, Oneida's melamine dinnerware and Morgan Jones, the last two effective in January, 1959. The agency lost the Bank of America, General Baking, Dennison Mfg. Co., and Sea Breeze Laboratories, the last three effective in December, as well as Audivox Inc.

No media breakdown of billings was reported, but radio and television, the agency says, account for 39% of its billing. BBDO has 2,037 employes in 16 offices.

■ BBDO let "around 150" people go during the year, with the candid explanation that it had become overstaffed in the last couple of years of mushrooming growth. During the year Robert L. Foreman, named an exec vp in the previous year, was named head of all creative services, the job formerly held by Charles H. Brower, who became president in December, 1957. Fred B. Manchee, exec vp and treasurer, left the agency to "write and grow flowers," and his first book was recently published—"The Huckster's Revenge." Thomas C. Dillon, vp and director, was moved into Mr. Manchee's post as head of marketing, research and media operations in BBDO. W. M. Starkey, former vp and account supervisor, succeeded Mr. Dillon as manager of the Los Angeles office. George Polk was named a vp and head of radio and tv programming and planning. Frank Silvernail, veteran time buyer and manager of the stations relations department, left the agency and is now a consultant to *Broadcasting*. BBDO estimates that its 1959 volume will be up 5%.

Benton & Bowles, New York, billed $103,000,000 in 1958, compared with $93,900,000 in 1957. Of the 1958 total, about $1,000,000 was billed in Canada.

The agency picked up Allied Chemical's Semet Solvay division in October, the same month it got American Express Co.'s credit card; in April it added S. C. Johnson's Pledge, and at year-end added Procter & Gamble's Charmin Paper Products division. It lost Benson & Hedges cigarets in April. In 1959 it was to lose General Foods' Maxwell House regular coffee, and was to add two new Gaines' products and new coffee assignments for GF.

Its media breakdown shows concentration in television: 65% of its billing was in tv, 25% in magazines-business papers-supplements-farm papers, 7% in newspapers, 1% in radio, 1% in outdoor, and 1% in "other." It has 1,000 employes in two offices.

■ During the year it promoted

MEMORANDUM

PARIS, FRANCE,
FEBRUARY, 1959.

★

Subject: AMERICAN ADVERTISING AGENCIES, THEIR CLIENTS, HAVAS AND EUROPEAN MARKETS.

To: ADVERTISING AGENCIES.

From: HAVAS . . . EUROPE'S LARGEST ADVERTISING AGENCY.

Almost every day, these days, an American manufacturer establishes himself in Europe. From the very beginning, he is faced with lusty competition for the fruits of this world's greatest trading area—soon also, one of the world's greatest unified home markets.

★

The manufacturer who started today is very likely one of your most important clients.

★

It is also likely that another of your important clients set himself up in Europe some time ago and now finds his marketing activities handicapped because he is not backed up by his European agency the way you back him up in the United States.

★

Still others of your clients are asking you difficult questions about what you can do for them in Europe when they put their foreign expansion plans into effect.

★

To meet these needs you will make certain decisions.

★

Perhaps you plan to establish a duplicate of your State-side facilities on the Continent? Quickly? In time to start your client off right? Or put him back on the track?

★

In the United States, your agency has arrived at a highly efficient advanced development stage with an intimate knowledge of domestic markets and marketing conditions—you are equipped to assist all phases of your clients selling operations.

How long did it take you to achieve your present productive usefulness? Five years? Ten? Twenty-five?

★

With your present know-how, can you, in Europe, telescope this time period into a matter of months instead of years? Locate specialists equal to your own and organize them into a cohesive, smoothly functioning working unit? Tackle a dozen languages and twice that number of cultural-economic patterns tossed on to the beach by a turbulent history?

We are surely in agreement that a strategy of frontal attack, consisting of setting up new duplicate facilities in Europe, presents enormous difficulties. Perhaps not insuperable, but almost.

There is an easier, more commercially viable way.

★

Havas, Europe's largest advertising agency . . . the most highly developed, extensive, and longest established . . . would like to reach agreements with American agencies to work together on non-competitive accounts in the European market . . . and on European accounts in the American market.

★

Havas, during its 123 years of advertising leadership, has spread over the Continent, to the United Kingdom, and widely over Africa. Staffed by more than 3,000 specialists, it is Paris-based with 150 totally or partially owned branches throughout this vast area. Additionally, a large number of close affiliations in other areas have developed over the years.

★

Havas has incomparable marketing knowledge of this great checkerboard of local customs, habits, languages and prejudices.

Havas draws on the resources of all Europe . . . one of the world's greatest pools of human talent, intelligence, education and ability . . . to form its staff of exceptional people.

★

Havas is every day engaged in all the phases of creative and research activities practiced by the best of the largest American agencies. At Havas, every one of your key people will find his opposite number.

★

Why not try combining your thorough creative understanding of the policies and problems of your clients with the immediately available creative facilities and local knowledge of Europe Havas can provide? By doing so, you will assure your clients the best of both worlds.

★

You and Havas, two highly evolved entities, will quickly and with ease see eye to eye.

★

May we suggest that you open negotiations by writing or telephoning:

agence havas

ADVERTISING-INTERNATIONAL SERVICE

62, Rue de Richelieu
Paris 2. France
Phone: Richelieu 70.00
Cables: Havas-Paris

Top Agency Executives Move Up in 1958

THOMAS B. ADAMS—*former vp and assistant to president, became president of Campbell-Ewald at 38.*

RICHARD N. HEATH—*former president, was named chairman of executive committee and No. 2 chief behind Leo Burnett at Leo Burnett Co.*

W. T. YOUNG JR.—*former exec vp, moved up to president at Leo Burnett.*

MARION HARPER JR.—*added chairman of the board to his ten-year-old title of president at McCann-Erickson.*

GEORGE H. GRIBBIN—*former senior vp and copy director, was named president of Young & Rubicam.*

BROWN BOLTE—*former exec vp of Benton & Bowles, joined Sullivan, Stauffer as president.*

RAYMOND F. SULLIVAN—*went from president to board chairman at Sullivan, Stauffer, Colwell & Bayles.*

LYNDON O. BROWN—*senior vp, headed committee to run Dancer-Fitzgerald after chairman H. M. Dancer died.*

ROBERT NEWELL—*former exec vp, became president of Cunningham & Walsh as John P. Cunningham continued chairman.*

DONALD R. McROBIE—*former exec vp of Cockfield, Brown & Co., became president as T. L. Anderson stepped up to board chairman.*

William Hesse to exec vp, and added Ralph Chatfield, former exec vp of William Esty Co., as a senior vp; and William D. Tyler, former Burnett plans board chairman, as vp and director. Brown Bolte, former exec vp, left to become president of Sullivan, Stauffer, Colwell & Bayles; David P. Crane, media vp, joined Ogilvy, Benson & Mather; Howard Shank, vp and creative director, joined Grey Advertising Agency; and John A. Thomas, vp and account supervisor, retired to be an advertising consultant. Benton & Bowles published a noteworthy study showing that "recessions are historically short-lived affairs that produce more discussion than damage," using an analysis of 12 economic slowdowns since 1897. Its forecast for 1959 is that it will be about like 1958.

D. P. Brother & Co., Detroit, billed an estimated $28,000,000 in 1958, down from an estimated $32,000,000 billed in 1957. The $32,000,000 is a revised figure—AA seriously overestimated the agency at $40,000,000. The agency's principal account is Oldsmobile, and Olds held up fairly well in the poor car year of 1958. The agency has 200 employes in all offices.

During the year it promoted Donald W. Walton, who joined the agency in 1955 as sales promotion manager, to vp in charge of merchandising services. It added Louis E. Dean as a vp; Mr. Dean had been with Kudner Agency in charge of the General Motors institutional account. It estimates 1959 volume up 10%.

Leo Burnett Co., Chicago, billed $101,571,000 in 1958, of which $3,058,000 represented capitalized fees, and $2,845,600 was billed outside the U. S.

The comparable figures for 1957 were $81,169,000, $2,139,000, and $2,420,000. Behind the $20,000,000 jump in billings lay rising appropriations and the results of another formidable new business year.

■ Burnett added Chrysler Corp. institutional, Philip Morris and Mayfield cigarets, Star-Kist Foods, Swift & Co.'s All-Sweet, Vigoro and End-O products, and Allstate Insurance's new life, accident, sickness and hospitalization policy. Eight clients (who billed an aggregate of $9,569,348 in their first year in the shop) billed a massive total of $69,600,000 in 1958—Brown Shoe, Green Giant, Pillsbury, Pure Oil, Procter & Gamble, Kellogg, Campbell Soup and Philip Morris. The agency lost Crane Co.

Media breakdown: newspapers 9.33%, magazines 16.01%, supplements 8%, radio 3.13%, television 53.53%, outdoor 2.57%, business papers 0.92%, farm publications 1.16%, production and miscellaneous 5.35%. Burnett has 808 employes in five offices.

■ Last year the agency realigned its executive structure: Leo Burnett continued as chairman of the board; Richard N. Heath moved from president to chairman of the executive committee and second officer of the agency; W. T. Young Jr., former exec vp, became president; DeWitt O'Kieffe became senior vp; Draper Daniels became exec vp in charge of creative services; Joseph M. Greeley was named exec vp for marketing services; Philip J. Schaff Jr. exec vp for administration and finance; James E. Weber, exec vp in charge of client relations. Edward M. Thiele, vp and director, became senior account supervisor. Five supervisors were named vps: Henry Starr, marketing; John Coulson, research; Guy Saffold, account supervisor; and Don Tennant and Jack Hirschboeck, tv copy. Three important additions: John V. Tarleton, former director of advertising art for Eastman Kodak, as vp and plans board member; Wayne Jervis Jr., former associate director of marketing services and plans board member of McCann-Erickson, as vp and marketing supervisor; and W. R. Fowler, former senior vp and plans board chairman of Needham, Louis & Brorby, as a marketing vp. The agency expects '59 volume to be about like '58.

Campbell-Ewald Co., Detroit, billed an estimated $80,000,000 in 1958, up from the $75,000,000 estimated for 1957. It added General Motors' Motorama, estimated at around $3,000,000, Pacific Area Travel Assn., and Acme Mfg. Co.

The agency resigned its share of Kroger Co. (11 of 22 divisions, and some $1,250,000 in billing) in August, asserting that serving only a part of the chain was unprofitable. Kroger had been heralded as signifying the diversification of the agency. A rough media breakdown indicates that 30-35% of Campbell-Ewald billing is in newspapers, 20-25% in television, and the remainder divided among outdoor, magazines, business and farm papers and radio.

■ The agency has 711 employes in 12 offices. Last year it reshuffled its executive structure: Thomas B. Adams, 38, was named president, with Henry G. Little as chairman of the board and Colin Campbell exec vp. Alfred J. (Pete) Miranda was named New York manager of the tv-radio department, replacing Arthur R. Ross; James O. Beavers was moved from Hollywood to Detroit as tv-radio account executive for Chevrolet; Jere B. Chamberlain was moved from Detroit to Hollywood as tv producer. Ross Morgan Jr., in charge of the Kansas City zone office, was moved to Detroit, and was succeeded by Laurence C. Amos, formerly of the field coordinating staff in Detroit. Austin B. Chaney, formerly Chevrolet account executive in Detroit, was moved to Chicago as supervisor on Hertz Corp.

The agency's estimate of 1959 volume is that it will be about the same as 1958.

Campbell-Mithun, Minneapolis, billed $38,287,203 in 1958, of which $2,287,203 represented capitalized fees, up from $36,500,000 in 1957, when capitalized fees represented $3,000,000 of the total.

It added the remainder of the Kroger Co. divisions in November, got St. Paul Fire & Marine Co. in October, and in December added Allied Van Lines. It also got Metropolitan Dairy Institute. It added and lost Top-Wip Inc. It lost John Morrell & Co.'s Morrell meats and cat food and Red Heart dog food, the latter billing $1,000,000. It lost Quality Chekd Dairy Products Assn. and Hamilton Beach.

Media breakdown: television 40%, newspapers 19%, magazines (including business papers, farm publications and supplements) 13%, radio 8%, outdoor 7%, point of sale and production 12%, and "other" 1%. It has 411 employes in four offices.

■ Its Chicago office erupted: G. Bowman Kreer, co-manager, Perry L. Brand, vp and account supervisor, and Richard S. Holtzman, who handled the Hamilton Beach account, left the agency in a disagreement over operating policy. All three joined Clinton E. Frank Inc., where Hamilton Beach shortly followed. Phelps Johnston, co-manager with Mr. Kreer, stepped down as co-manager but continued as account supervisor and creative service chief. Lee Terrill is now manager in Chicago.

Richard H. Hehman, ex-Pabst marketing director, joined the agency; Alden Grimes, former research vp, was named marketing vp and moved to Chicago for assignment on American Dairy Assn., and Leslie Beldo, former Minneapolis research director, became director of research of the agency. Robert D. Blegen, Frank B. Stull, James E. Smith and Ralph W. Wittgraf were named vps, and Eugene Peterson was named assistant to the president on special projects.

■ In April the agency laid off 24 employes in Minneapolis, despite an indicated $1,000,000 billings increase in the first quarter, explaining that personnel costs were running ahead of billings increases. It joined the State Department's foreign employe exchange program, hiring Tomohiko Ikari, 31, former University of Minnesota exchange student from Japan, for a program of six months' study of advertising methods in the agency followed by assignment to an account group. It esti-

Agency Profits by Billings Bracket
1948-57

Profits as a Percentage of Gross Income

Year	All Groups	$1-2 Mil.	$2-5 Mil.	$5-10 Mil.	$10-20 Mil.	$20-40 Mil.	Over $40 Mil.
'48	6.9%	7.6%	5.7%	6.9%	—	—	—
'49	5.3	7.4	4.7	4.6	10.6%	12.8%	9.4%
'50	6.4	4.7	5.3	4.7	9.7	12.1	7.5
'51	6.2	6.2	5.3	4.8	6.8	8.1	5.9
'52	6.2	6.1	5.0	4.6	4.3	7.0	4.9
'53	6.1	6.7	4.5	3.0	4.5	5.2	6.1
'54	5.4	4.7	4.4	3.6	3.3	5.1	8.3
'55	5.5	6.1	3.8	5.2	3.4	7.2	7.9
'56	5.2	5.2	4.6	5.3	4.3	6.2	8.9
'57	4.1	4.2	3.9	3.9	3.1	5.0	6.2

TEN-YEAR RECORD—*In* 1957 *the average percentage of profit on billings was* 56/100*ths of* 1%; *for agencies billing over* $20,000,000, *it was* 85/100*ths of* 1%.

First quarter gains...

15%

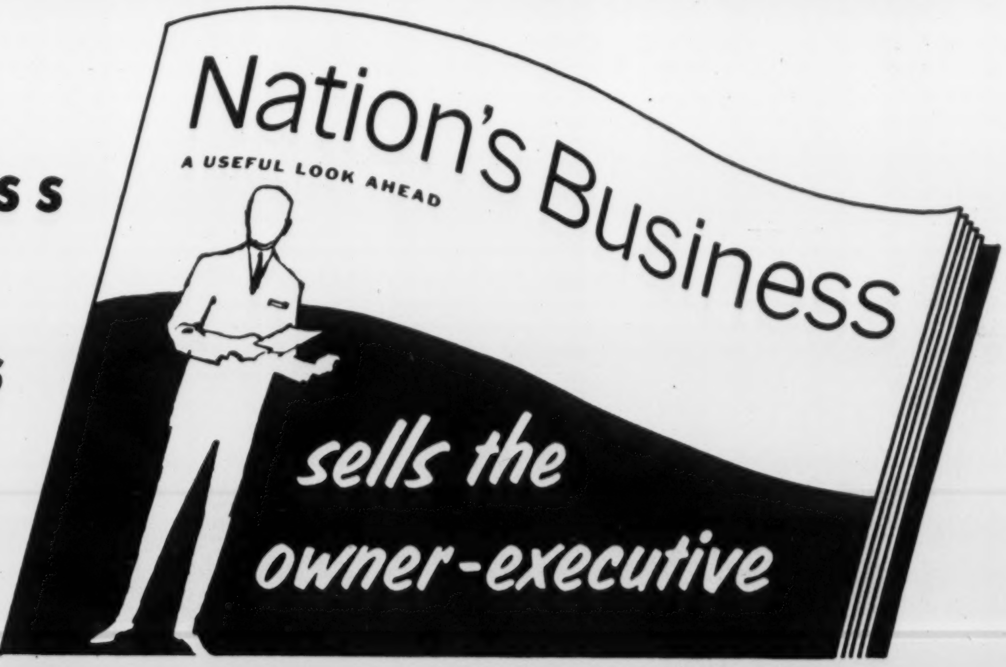
GAIN IN PAGES

18%

GAIN IN REVENUE

19

NEW ADVERTISERS


Nation's Business
A USEFUL LOOK AHEAD
sells the owner-executive

ACTION IN BUSINESS
results when you advertise to business and industry in
NATION'S BUSINESS

More than 750,000 circulation, ABC . . . 10% executives of business-members of the National Chamber of Commerce and 90% other business and industrial leaders.

How 54 more companies are building greater sales at lower cost in this first quarter

These new advertisers in Reader's Digest, convinced by the success of others, are now selling through the world's most widely read magazine.

Almost all companies expect sales gains in 1959—American business is getting so much better these days.

But—many companies are not content to gain merely by riding the rising economy. To get a greater share of their markets, 54 companies have changed their advertising plans. They have acted on the lessons of others who have found Reader's Digest a remarkably sound means of stimulating sales and building profits.

In the first quarter of 1959, new and old advertisers in the Digest have bought *58% more pages than last year*, the best previous first quarter in Digest history.

They have taken advantage of the Digest's known and proven benefits, not available anywhere else: an all-time high audience; the largest *quality* audience in existence; a sustained belief in what the magazine publishes.

They are benefiting from the Digest's important new advantages of flexibility and economy: bleed at no extra cost; two-color at the same price as black-and-white; four-color at only 13.1% more than black-and-white; and the availability of half-pages, either in color or black-and-white.

Today you will find a larger portion of color advertising in the Digest than in any other magazine: 95% in this first quarter, compared to 68% a year ago.

The chief factor responsible for these first-quarter increases is the great success others have experienced in the Digest. Old and new advertisers know about Dove, Kraft, Tappan, Fedders-Quigan and others who have reported unprecedented results from their Digest advertising. In addition:

- **Johnson Wax** ran a coupon offer in the Digest for Glo-Coat; has had coupons redeemed at the rate of 10,000 per week, months after the offer appeared.
- **Beltone Hearing Aid** mentioned the offer of a free booklet in its Digest advertising . . . and the response outpulled any national publication ever used!
- **Ship'n Shore,** the largest manufacturer of women's blouses, reported "widespread store enthusiasm" over the sales prospects from its first advertisement in the Reader's Digest.

QUAKER STATE MOTOR OIL

Dash

Esso

HILLS BROS

CAST IRON PIPE

BRECK

REVLON

Washington State Apples

KNOX UNFLAVORED GELATINE

Nu-Wood®

FLORSHEIM

KRAFT

Verel

FAMOUS ARTISTS SCHOOLS

Thermopane INSULATING GLASS

ACE COMBS

Skippy

AJAX

Weller

GE

- **Simca** used the Digest to tell a detailed, long-copy story . . . and credited the magazine with having "outpulled almost everything we've ever used."

These are just a few of the successes Digest advertisers repeatedly enjoy. Why do they occur and recur? Because nowhere else can advertisers get all of these unique values:

1. The largest assured audience that can be bought anywhere. It is larger than the audience of any other magazine, weekly, fortnightly or monthly; larger than any newspaper or newspaper supplement; larger than the average nighttime network television program.

2. The largest quality audience that can be found. The Digest has more readers in every income group than any other magazine. And the higher the income group, the greater the Digest's share of the reading audience.

3. Belief in what the magazine publishes. People have faith in Reader's Digest, in its editorial and advertising columns alike.

4. Discrimination in the advertising accepted. The Digest alone, of major advertising media, accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

• • •

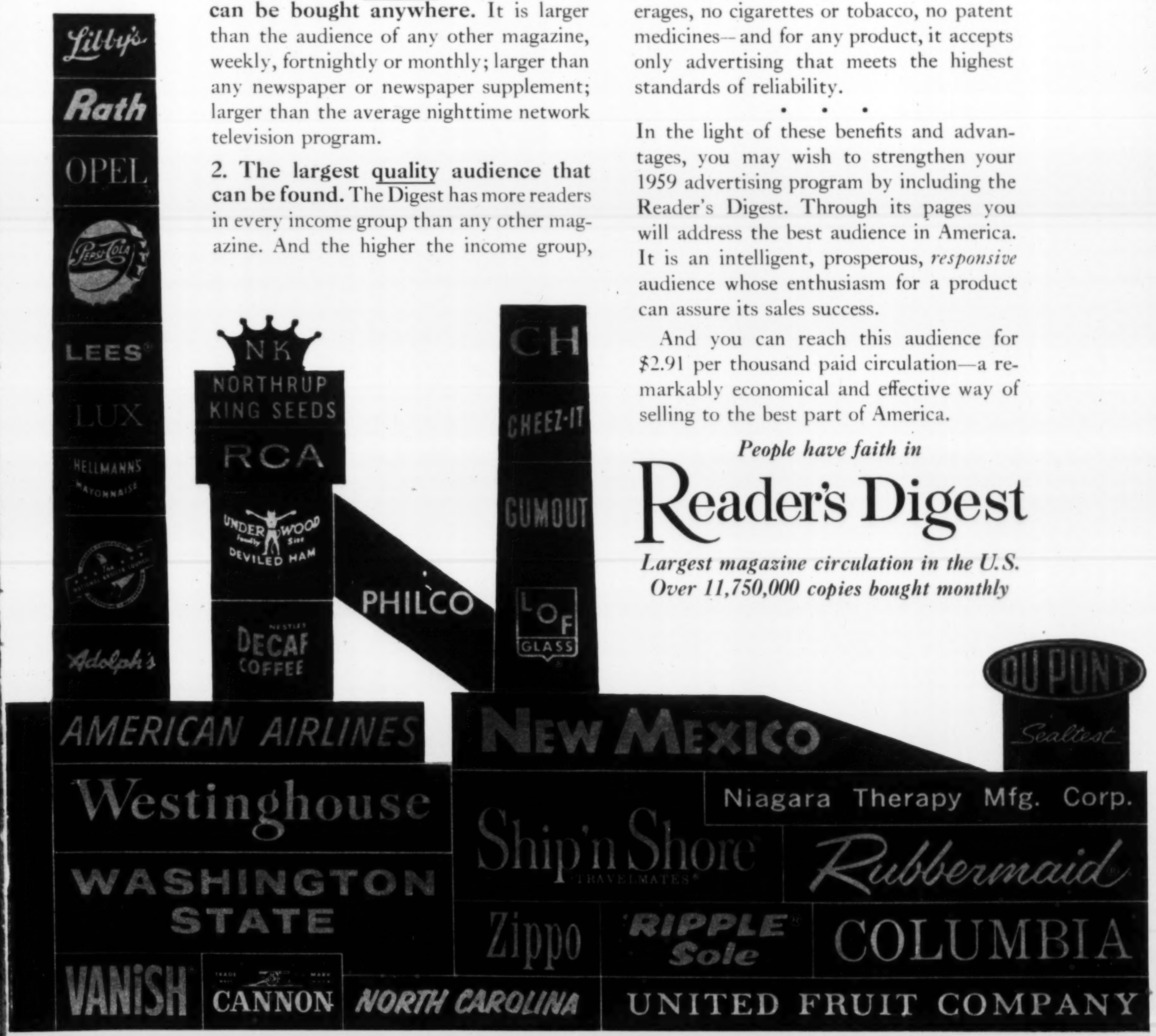
In the light of these benefits and advantages, you may wish to strengthen your 1959 advertising program by including the Reader's Digest. Through its pages you will address the best audience in America. It is an intelligent, prosperous, *responsive* audience whose enthusiasm for a product can assure its sales success.

And you can reach this audience for $2.91 per thousand paid circulation—a remarkably economical and effective way of selling to the best part of America.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 11,750,000 copies bought monthly


Libby's
Rath
OPEL
Pepsi-Cola
LEES
LUX
HELLMANN'S MAYONNAISE
Adolph's
NK
NORTHRUP KING SEEDS
RCA
UNDERWOOD DEVILED HAM
NESTLÉ DECAF COFFEE
PHILCO
CH
CHEEZ-IT
GUMOUT
L O F GLASS
DU PONT
Sealtest
AMERICAN AIRLINES
NEW MEXICO
Westinghouse
Niagara Therapy Mfg. Corp.
Ship'n Shore TRAVELMATES
Rubbermaid
WASHINGTON STATE
Zippo
RIPPLE Sole
COLUMBIA
VANISH
CANNON
NORTH CAROLINA
UNITED FRUIT COMPANY

Geared for buying action!

Because The Montreal Star goes into the home every evening and gets front-to-back-page reading attention, it generates the kind of buying action that makes cash registers ring! Ask your nearest O'Mara and Ormsbee office to give you all the facts about The Montreal Star.

The Montreal Star

"Serves and sells Montreal's English market"

mates that 1959 billings will be up 5.5%.

Cockfield, Brown & Co., Montreal, billed $26,071,000 in 1958, of which $1,804,500 represented capitalized fees. In 1957, comparable figures were $27,537,000 and $1,182,000.

The agency added Benger Laboratories, the British Columbia Travel Bureau, the British Columbia Dental Assn., Canadian Medical Assn., Candiac Development Corp., Ford of Canada's Monarch Mark II, Foam Rubber Assn., Gillespies & Co., Home Oil Distributors Ltd., Lever Bros. (extra product), Lons Stone Works, Maple Leaf Purity Mills' Pioneer feeds; Merrill, Lynch, Pierce, Fenner & Smith; C. P. Ouimet Shoe Co., Samsonite of Canada, *Star Weekly*, two products of Success Wax Co. Ltd., and Viewsound Equipment Co. It lost Canadian Red Cross Society, Canadian Industries Ltd.'s Terylene, Canadian Marconi Co. (Montreal), and Bon Ami Co.

Its media breakdown: newspapers 36.5%, magazines 13%, supplements 6%, radio 10.3%, television 14.5%, outdoor and point of sale 9%, business papers 5.1%, farm publications 4.1%, transit advertising 0.7%, and "other" 0.8%. It has 453 employes in four offices. In March, Donald R. McRobie, formerly exec vp of the Montreal office, was named president of the agency, succeeding T. L. Anderson, who moved up to chairman of the board. C. W. McQuillin, formerly exec vp in charge of the Toronto office, was named exec vp of the agency.

The agency estimates that 1959 will be up 6%.

Compton Advertising, New York, billed $75,200,000, of which $200,000 represented capitalized fees, in 1958. In 1957, comparable figures were $70,100,000 and $170,000.

Compton had a notable new business year, adding Jacob Ruppert, Eversharp Inc., Guaranty Trust Co. of New York, General Baking Co., Hotpoint Co., and part of Scott Paper. Also, the military electronics division of Motorola, IXL Food Co. and subsidiary Brett Sales Co., the Butter-Nut and Holsum bread divisions of Langendorf United Bakeries, Pond's Angel Skin and Warner-Lambert's Seaforth men's line. The agency dropped the Langendorf division of Langendorf United to Young & Rubicam, G. Heileman Brewing Co. and Procter & Gamble's Big Top, and resigned Glenmore Distilleries Co.'s Scotch and Old Yellowstone lines, and Nehi Corp.

Media breakdown: television 60%, magazines 20%, newspapers 11%, radio 3%, outdoor 2% (including business papers, farm publications, supplements) and print production 4%.

■ Compton has 770 employes. During the year, Julia R. Brown, Walter Barber, Henry Clochessy and Joseph R. Cross were promoted to vp; E. Dean Landis joined the agency as vp for midwest operations, and E. J. Collins became creative group head in Chicago; Tristam Dunn joined as vp and account manager for two Sterling Drug products; and Richard E. Goebel became manager of the San Francisco office. Thomas R. Santacroce was shifted from the West Coast to New York. Norman E. Mork, who joined the agency when Compton absorbed the Biow San Francisco office, left the agency. John K. Strubing Jr., vice-chairman, retired at 60.

Compton was a notable merging agency during the year. It took over Western Advertising Agency ($1,000,000 billings), Carvel, Nelson & Powell in Portland ($1,500,000), and Goldthwaite-Smith Advertising Agency, San Francisco. It estimates 1959 volume up 10%.

Cunningham & Walsh, New York, billed $51,000,000 in 1958, up slightly from the $50,400,000 billed in 1957.

It had a good new business year, adding American Machine & Foundry, Bellock Instrument, Pharma-Craft's Coldene stick,

Top 7 Agencies in International Billings

(Estimated by Advertising Age)

(In Millions of Dollars)

	1958	1957
1. J. Walter Thompson Co.	$88	$80†
2. Grant Advertising	60	53
3. McCann-Erickson	58	54.5
4. Young & Rubicam	32	30
5. Erwin Wasey, Ruthrauff & Ryan	20.6	19
6. Foote, Cone & Belding	12	8.5
7. Robert H. Otto & Associates	5.9	5

†Revised figure

MASTER KEY to the Treasures of the Rio Grande Valley!

Only The PACKER can Unlock the Fabulous Buying Power of 247 "Key Men"!

The Rio Grande Valley . . . fabulous treasure house of fresh fruit and vegetables . . . stretches along 150 miles of our southern border. Here, fields of tomato plants, laden with scarlet fruit, flourish between groves of citrus trees . . . cucumber, pepper, eggplant and melon fields stretch as far as the eye can see . . .

Here, too, millions upon millions of dollars are spent on farm machinery, fertilizers, insecticides, packing materials, petroleum products, cars, trucks and tractors by the growers and shippers of the Rio Grande Valley.

It is the "key men" — the big shippers, the managers of cooperatives and owners of big fruit and vegetable companies who control the immense buying power of "The Valley", financing, advising, helping and selling to the smaller farmers who sell them their produce.

Only The Packer can reach these key men. They are the 247 Packer subscribers in the Rio Grande Valley who read The Packer every Monday morning for the important news of their industry. They are the men who use The Packer to advertise their produce and their "deals" to the markets of the nation. They are the men who look to The Packer advertisers for the latest in supplies and equipment to make their operations more profitable.

In the Rio Grande Valley — and wherever fruits and vegetables are grown, shipped and marketed — you will find The Packer and will feel The Packer's influence. As the *Newspublication* of the Fresh Fruit and Vegetable Industry, there is no other medium that can be as effective, as fast, in reaching the buying power of nearly 16,000 Key Men.

Here's a Look* at What "The Valley" is Buying!

In one 60,000 acre section of "The Valley" Packer subscribers and the farmers they influence are buying $2,366,400 worth of fertilizers and insecticides. They operate 1,191 tractors and 1,005 trucks and pickups. The "Key men" in this area have been **Packer subscribers for an average of 24 years each!**

To sell the Rio Grande Valley, The Packer is the master key that will open the 247 Key Men's doors.

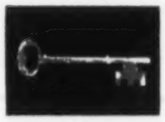
*For a closer look — write The Packer for detailed folder "Key to the Rio Grande Valley"

THE PACKER

201 Delaware • Kansas City, Mo.

ABP ABC

Newspublication of the Fresh Fruit and Vegetable Industry



Here is a secret
X-ray view
of one of our
thinking machines.

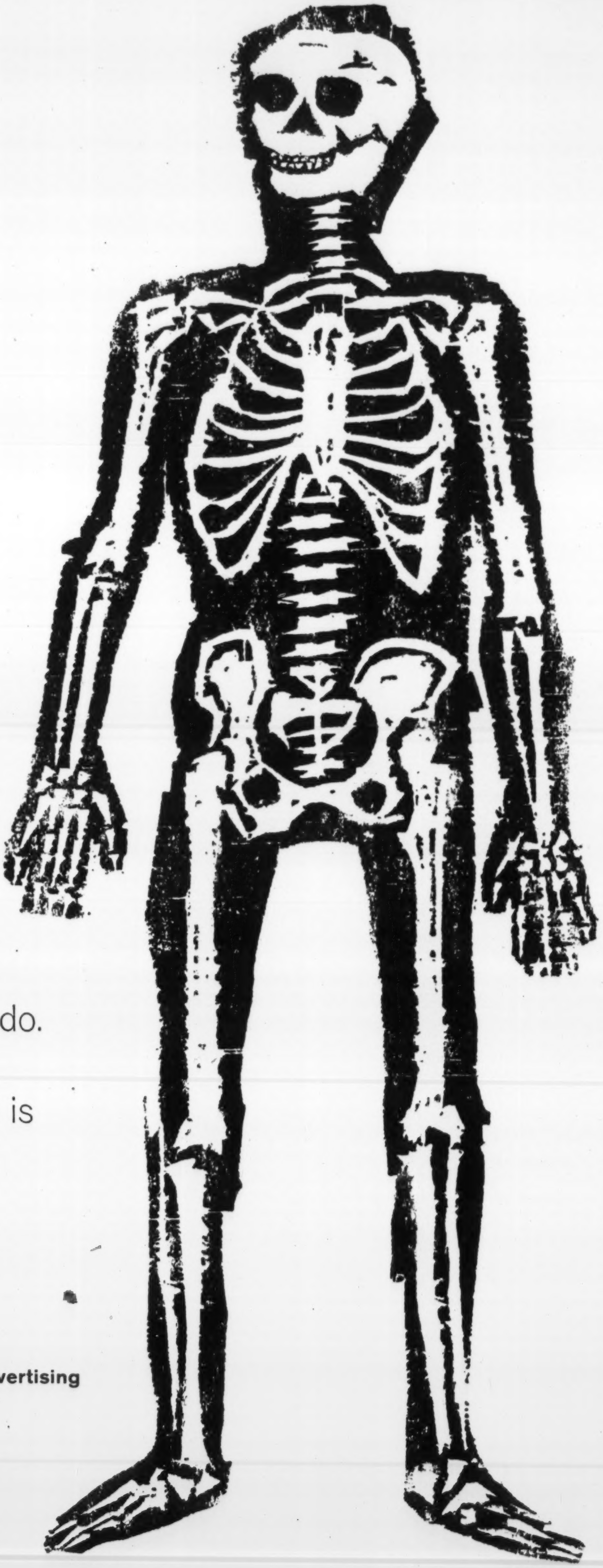
It's a very ancient model,
just about
as old as time.

No pushbuttons, no bells,
no clankity-clank.

But we've found that
if you feed it facts
and figures, and coffee
and a sandwich maybe;
and leave it alone
for a while . . .
there's no limit to what it can do.

Frankly, no mechanized model is
ever going to replace it.
Not around here, anyway.

YOUNG & RUBICAM, INC., Advertising



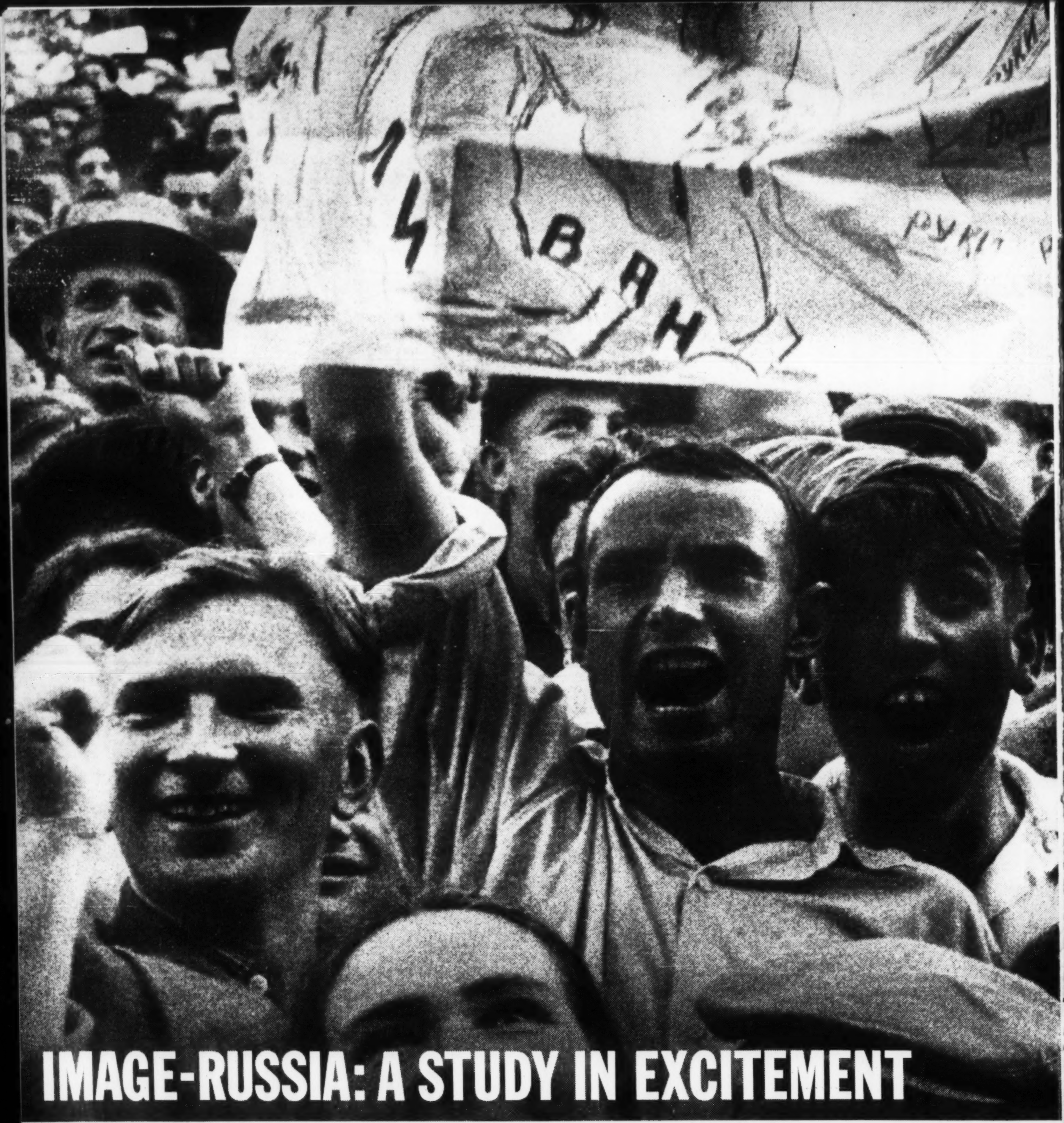


IMAGE-RUSSIA: A STUDY IN EXCITEMENT

The first of NBC Radio's new "Image" series—IMAGE-RUSSIA—has stirred genuine excitement among listeners and critics. *Variety* is impressed by its "vividly revealing word picture of the ... passion and violence that engulfs present-day Russia ... it cannot help but beat an indelible tattoo on the minds of everyone interested in the character of the Soviet Union." *The New York Times* believes it an "interesting, enlightening ... colorful and comprehensive ... praiseworthy project ..." ■ IMAGE-RUSSIA is the latest example of NBC Radio's continuing contribution to provocative, imaginative

уки прочь от Ли
прочь от ЛИВАНА!

network programming. It is further evidence of the industry leadership which produced Monitor, News-on-the-Hour, Hot-Line Service, and Stardust. ■ For these exciting program services, NBC Radio has created equally exciting sales plans: Engineered Circulation, Imagery Transfer, Memory Vision, and the remarkable Salesvertising Plan that ties local dealers in with national campaigns. ■ These are the compelling reasons why more and more advertisers are using the **NBC RADIO NETWORK**

Stephans Distributing Co., Eitell-McCullough, Frank Taylor Ford Agency, the *Los Angeles Herald-Express*, Edward Hines Lumber Co. The agency lost Eversharp Inc., Gray Line Assn., Turtle Wax-Plastone Co., the frozen food division of Stokely-Van-Camp, and Permutit Co.

■ Cunningham & Walsh has 550 employes in six offices. During the year, Henry Mayers withdrew his agency from C&W and reestablished the Mayers Co., which last Jan. 1 was renamed Davis, Johnson, Anderson & Colombatto. Exec vp Robert Newell was named president of the agency, with John P. Cunningham continuing as chairman. William M. Mulvey, director of marketing services, became exec vp, and Carl R. Giegerich, director of creative services, became chairman of the executive committee. Jerome J. Cowen was named exec vp in charge of West Coast offices following the retirement of Franklin C. Wheeler, who continued on the agency's board and as a consultant. Among the vps created during the year: William LaCava for tv commercials, William J. Peterson, Hollywood office manager, John W. Connor, creative director, and Charles S. Adorney, chief art director. Edward Molyneux, noted chief of the art department, died. The agency expects '59 volume to be up 10%.

Dancer-Fitzgerald-Sample, New York, billed $81,000,000 in 1958, up from $73,000,000 in 1957.

It had a notable new business year, adding the Frigidaire division of General Motors out of the Kudner explosion, Borden Co.'s Starlac, Swift & Co. (Pard, Swift'ning, Jewel products, etc.), Procter & Gamble's Dash and White Cloud (toilet tissue from Charmin Products division), General Mills' Hi-Pro and Cocoa Puffs. The agency lost Carter Products, Ekco Products' bakery division and Congoleum-Nairn.

The approximate media breakdown is 65% in broadcast media (about 55% in tv, 10% in radio), and 35% in print, including outdoor. The agency has about 700 employes in six offices.

Last year chairman H. M. Dancer died. Executive responsibility for the agency's operations was lodged in a seven-man committee, headed by senior vp Lyndon O. Brown. At that time Chester T. Birch was named exec vp, Fred T. Leighty administrative vp, and William F. Maughan, vp and treasurer, added the duties of business manager. Thomas J. Maloney, former Newell-Emmett, Cecil & Presbrey and Grant executive, left the agency, and was expected to take Thickol Chemical with him.

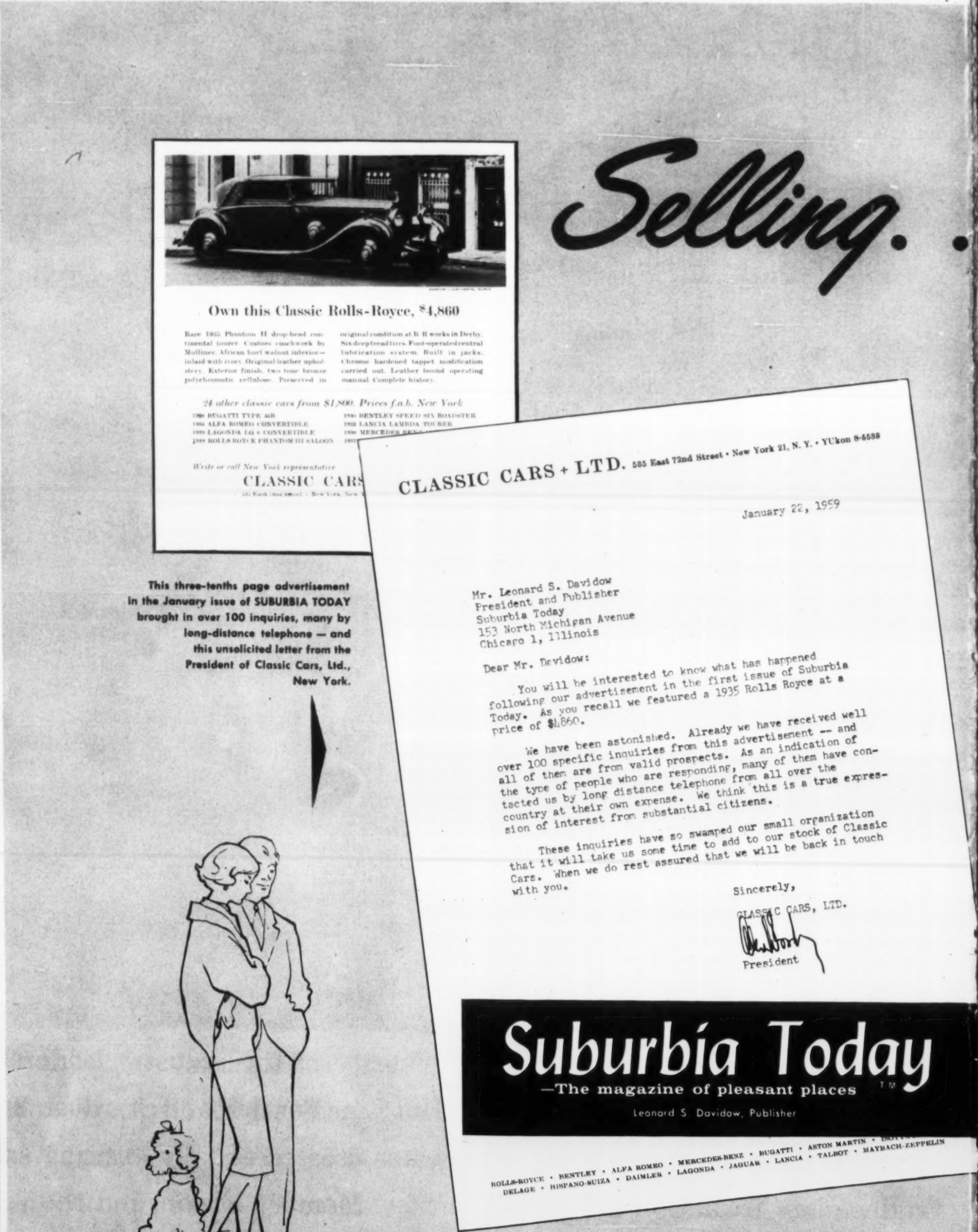
D'Arcy Advertising Co., St. Louis, billed an estimated $56,000,000 in 1958, up from $52,100,000 estimated last year. The agency had a notable new business year, and its record established it as the "comeback" agency of the year.

It added Studebaker-Packard and Mercedes-Benz and introduced the Lark in a notable campaign; Colgate-Palmolive's Halo and Cashmere Bouquet line; Nehi Corp.'s Royal Crown and soft drink line. It regained Glenmore's Old Yellowstone bourbon and King's Ransom and House of Lords scotches. Also added: Climalene Co., Winchester-Western's Ramset, Dixie Products and Dixie's Magic Chef division, Top-Wip Inc., General Dynamics' Electro-Dynamic and Electric Boat division (it already had corporate advertising), Parti-Day Inc.

The agency lost Lowrey Organ division of Chicago Musical Instrument Co. (effective 1959) and Friedman-Shelby division of International Shoe Co. It resigned White Motor Co. because of a conflict with Studebaker trucks; also resigned were O. Ames Co., housewares manufacturer, and Parkersburg Rig & Reel Co.

■ The media breakdown is reported to be about the same as last year, when it was divided: newspapers 15%, network tv 23%, network radio 11%, magazines 23%, outdoor 16%, "other" 12%.

D'Arcy added, among other people during the year, John A. Garber, former vp and toiletries account supervisor at Al Paul Lefton Co., as Halo account supervisor; a creative group headed by Morris


Selling. .

Own this Classic Rolls-Royce, $4,860

Rare 1935 Phantom II drop-head continental tourer. Custom coachwork by Mulliner. African burl walnut interior—inlaid with ivory. Original leather upholstery. Exterior finish, two tone bronze polychromatic cellulose. Preserved in original condition at R-R works in Derby. Six deeptread tires. Foot-operated central lubrication system. Built in jacks. Chrome hardened tappet modification carried out. Leather bound operating manual. Complete history.

24 other classic cars from $1,800. Prices f.o.b. New York

[illegible] BUGATTI TYPE 35B
[illegible] ALFA ROMEO CONVERTIBLE
[illegible] LAGONDA LG 6 CONVERTIBLE
[illegible] ROLLS ROYCE PHANTOM III SALOON
[illegible] BENTLEY SPEED SIX ROADSTER
[illegible] LANCIA LAMBDA TOURER
[illegible] MERCEDES BENZ

Write or call New York representative

CLASSIC CARS

585 East 72nd Street • New York, New

CLASSIC CARS • LTD. 585 East 72nd Street • New York 21, N. Y. • YUkon 8-5588

January 22, 1959

Mr. Leonard S. Davidow
President and Publisher
Suburbia Today
153 North Michigan Avenue
Chicago 1, Illinois

Dear Mr. Davidow:

You will be interested to know what has happened following our advertisement in the first issue of Suburbia Today. As you recall we featured a 1935 Rolls Royce at a price of $4860.

We have been astonished. Already we have received well over 100 specific inquiries from this advertisement -- and all of them are from valid prospects. As an indication of the type of people who are responding, many of them have contacted us by long distance telephone from all over the country at their own expense. We think this is a true expression of interest from substantial citizens.

These inquiries have so swamped our small organization that it will take us some time to add to our stock of Classic Cars. When we do rest assured that we will be back in touch with you.

Sincerely,

CLASSIC CARS, LTD.

President

This three-tenths page advertisement in the January issue of SUBURBIA TODAY brought in over 100 inquiries, many by long-distance telephone — and this unsolicited letter from the President of Classic Cars, Ltd., New York.

Suburbia Today
—The magazine of pleasant places T.M.
Leonard S. Davidow, Publisher

ROLLS-ROYCE • BENTLEY • ALFA ROMEO • MERCEDES-BENZ • BUGATTI • ASTON MARTIN •
DELAGE • HISPANO-SUIZA • DAIMLER • LAGONDA • JAGUAR • LANCIA • TALBOT • MAYBACH-ZEPPELIN

READERSHIP

The Buffalo Courier-Express is the type of complete family newspaper which insures careful editorial readership by both men and women. And insured editorial readership, together with a clean, uncluttered format, means insured advertising readership for your sales messages.

ROP COLOR available both daily and Sunday

Member: Metro Sunday Comics and Sunday Magazine Networks

Buffalo Courier-Express

Western New York's Only Morning and Sunday Newspaper

Representatives:
Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

(Steve) Mudge, who switched from Burke Dowling Adams to D'Arcy on Studebaker dealer associations; William R. Baker, formerly assistant media director at Needham, Louis & Brorby, as Chicago media director.

James C. Toedtman, vp in Cleveland, resigned to become publisher of the *News*, Berea, O. Frank H. Hoell, account executive and media director in Chicago, joined Kenyon & Eckhardt as supervisor on Wilson & Co. It has 590 employes, not including one foreign office in Mexico. D'Arcy has ten offices. Its estimate of 1959 volume is up 15-25%.

Donahue & Coe, New York, billed $29,600,000 in 1958, of which $2,600,000 represented capitalized fees. In 1957, comparable figures were $30,900,000 and about $927,000.

The decline in billing is largely traceable to curtailed budgets in advertising of appliance accounts in the first half of 1958.

The agency added Fairbanks, Morse & Co., which later followed senior vp Arthur Decker to Henri, Hurst & MacDonald. It opened a Los Angeles office, which picked up Pepsi-Cola's Southern California business, Milani Foods, and Alpha Beta stores (utilizing a unique compensation arrangement in which the agency's income is tied to sales on a cost-plus basis). The new office reached a $3,000,000 billing by year end.

Donahue & Coe also added Monteverdi-Young Co., and York Corp.'s engineered machinery division. During the year the agency set up an industrial and corporate division, with several accounts totaling 12% of the agency's billings in it.

Another striking development was the affiliation of D&C's and Keyes, Madden & Jones' Chicago organizations, coupled with a similar move in New York. This move resulted in a combined billing in the Midwest of more than $21,000,000—and only $3,000,000 of this amount is included in D&C's total billing. If the two agencies' national billing had been combined, it would have totaled $47,000,000.

▪ Media billings breakdown: newspapers 25%, supplements 8½%, magazines 28%, business papers 4½%, outdoor 3%, tv and radio 31%. The agency has 340 employes in five offices.

It expanded its grocery products division in New York last year, adding Orville Chase, vp and account supervisor at Compton Advertising on Standard Brands, William Berech, formerly with K&E as a vp and account exec on National Biscuit Co., Frederick Nabkey, formerly a Lever Bros. product manager on Imperial margarine, and Edmond B. Maher, formerly with Hicks & Greist as marketing and account executive on Dixie Cup and Cocoa Marsh.

Erwin Wasey, Ruthrauff & Ryan, New York, billed $74,664,000,

$5,000 AUTOMOBILES?

Selling $50,000 yachts?... $500 Hi-Fi sets?
60c Crab Meat?... or 89c T.V. Dinners?... 15c soups?

Whatever you sell, you can sell more in the Wonderful World of

Suburbia Today T.M.
THE MAGAZINE OF PLEASANT PLACES

NO QUESTION ABOUT IT. The "hottest" market for quality products today is in America's booming suburban communities where modern shopping centers, giant supermarkets, smart stores and show rooms are ringing up gigantic record sales increases.

AND WHY NOT? This wonderful world of SUBURBIA TODAY with its concentration of high-income, home-owning, multi-car-owning families is the world of home-centered activities for families with a flair for finer things – and more things. It is the world of families whose discerning tastes are matched by their ability to buy for greater needs. *It is America's most responsive market.* This is the World of SUBURBIA TODAY.

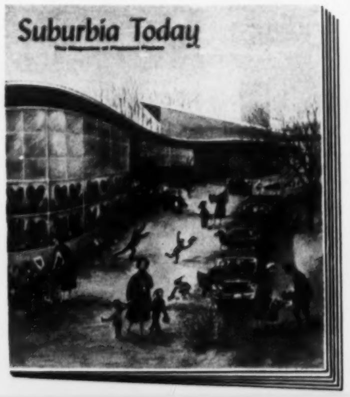
Distributed by 175 selected suburban newspapers, SUBURBIA TODAY offers advertisers concentrated coverage in depth of 438 top-rated suburban communities–outstanding shop-at-home suburbs in the country's leading metropolitan centers.

It offers advertisers an unprecedented opportunity to concentrate their sales message on today's most fertile market with maximum impact and results. SUBURBIA TODAY follows the most alert retailers into the golden land of preferred customers.

If SUBURBIA TODAY is not already high on your media list, let us show you why it should be. Your representative has full information including the latest additions to the evergrowing list of outstanding suburban communities covered by SUBURBIA TODAY. Call him today.

Reaching 1,204,934 families in 175 top-rated suburban communities.

153 North Michigan Avenue, Chicago 1
ANdover 3-1270
NEW YORK 22: 405 Park Avenue, PLaza 5-7900
DETROIT 2: 3-223 General Motors Building, TRinity 1-5262
CLEVELAND 15: 604 Hanna Building, PRospect 1-4677
SAN FRANCISCO 7: Blanchard-Nichols, Assoc., Phillips & Van Orden Bldg., 900 Third Street, YUkon 6-6341
LOS ANGELES 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue, DUnkirk 8-6134
MIAMI 32: J. Bernard Cashion, Chamber of Commerce Building, FRanklin 1-9941



The smart, monthly colorgravure magazine of newspapers in selected suburban communities

SCIENCE and MECHANICS

Offers You the Only alternate copy 50-50 TRUE SPLIT-RUN TESTING in the field at the lowest cost

- SM Lowest cost true split-run
- SM Used by hundreds of advertisers to test new products and services
- SM Highest percentage of newsstand circulation in its field!
- SM Lowest cost per thousand of any magazine in "mechanical" field!

FREE
new folder describing how to use Split-Run

The Magazine That Shows You How

SM "Sells More"

SCIENCE and MECHANICS
Dunham Bldg., 450 E. Ohio St.
CHICAGO 11, ILL.
WHitehall 4-0330

These are

Foote, Cone

Those in italics were added in 1958. Those marked with an asterisk gave additional assignments to this agency during the year.

All-Year Club of Southern California
American Heritage Foundation
(Advertising Council)
Angostura-Wuppermann Corporation
Armour and Company*
Californians Inc.
Calo Pet Food Company
Catalina, Inc.
Chicago Tribune
Clairol Incorporated*
The Equitable Life Assurance Society of the United States
First National Bank of Chicago
Ford Motor Company
General Foods Corporation*
Hallmark Cards, Inc.
Hawaiian Pineapple Company Ltd.*
Hertz Rent A Plane, Inc.
Hughes Aircraft Company
Hughes Tool Company
S. C. Johnson & Son, Inc.*
A. & M. Karagheusian, Inc.
Kimberly-Clark Corporation
Kraft Foods*
Div. National Dairy Products Corp.
Lever Brothers Company*
Liebmann Breweries, Inc.
Lockheed Aircraft Corporation
Wilson & Geo. Meyer Co.
Minneapolis-Honeywell Regulator Company
Norwich Pharmacal Company
The Paper-Mate Company
Purex Corporation, Ltd.
Rolley Company
S. A. Schonbrunn & Co., Inc.*
Security-First National Bank of Los Angeles
Smith-Corona Marchant, Inc.
Southern Pacific Company
Spice Islands Company
Stauffer Reducing, Inc.
Sunkist Growers, Inc.
Texas Eastern Transmission Corporation
Tidewater Oil Company
Trans World Airlines, Inc.
United States Forest Service
Forest Fire Prevention (Advertising Council)
Hiram Walker, Incorporated*
Zenith Radio Corporation

LONDON

Aer Lingus (Irish Air Lines)*
Associated British Cinemas Ltd.
Alfred Bird & Sons Limited
Bourjois Limited
British Overseas Airways Corporation

FOOTE, CONE & BELDING

the clients of

& Belding

Chemstrand Ltd.
Dunlop Footwear Ltd.
Frigidaire Division of General Motors Ltd.*
J. S. Fry & Sons Limited*
Gillette Industries Ltd.*
Hallmark Cards Ltd.
Holoplast Limited
Kimberly-Clark Limited
Lever Brothers, Ltd.*
London Rubber Company Limited
Joseph Lucas (Gas Turbine Equipment) Limited
Macleans Limited
Monsanto Chemicals Limited
George Newnes Limited
Northam Warren Limited
Parfums Chanel Limited
Quaker Oats Limited*
The Reed Paper Group
Regent Oil Co., Ltd.
Remy Martin & Company
Rotax Limited
Sunkist Growers Incorporated
Tescan Limited
Watney Combe Reid & Company Limited
W. D. & H. O. Wills

MEXICO CITY

Armour and Company
Berel, S. A.
British Overseas Airways Corporation
Catalina, Inc.
Lockheed Aircraft Corporation
Montana, S. A.
  (Mercedes-Benz Diesel Equipment)
Radios y Television, S. A.
  (Sylvania, Universal, Jensen)
Reynolds Aluminio, S. A.
Swiss Federation of Watch Manufacturers
Tapetes Luxor, S. A.
  (and associated distributors)
Trans World Airlines

TORONTO

All-Year Club of Southern California
Angostura-Wuppermann Corporation
Armour and Company
Clairol Inc. of Canada
Wm. F. Coutts Company, Ltd.
Hawaiian Pineapple Ltd.*
Hughes Aircraft Company
Hughes Tool Company
Kraft Foods Limited
Lever Brothers Limited*
Lockheed Aircraft Corporation
Smith-Corona Marchant Inc.
Spice Islands Company
Stauffer System
Zenith Radio Corporation of Canada

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • HOLLYWOOD • DETROIT • HOUSTON
TORONTO • LONDON • MEXICO CITY

John W. Shaw Advertising, Inc.

NEW YORK · CHICAGO · LOS ANGELES

CLIENTS

Dormeyer Corp.
M. K. Goetz Brewing Company
Fred Harvey
Horlicks Corporation
Kemper Insurance
Mercury Record Corporation
John Morrell & Co.
The Quaker Oats Company
Vail Manufacturing Co.
Victor Adding Machine Co.
Webcor, Inc.

of which $20,600,000 was billed abroad ($16,000,000 in London). In 1957, comparable figures were $73,000,000 and $19,000,000.

The agency had high account traffic during the year, adding Lanolin Plus, KLM Royal Dutch Airlines (after an in-again-out-again sequence in which KLM finally decided the agency had "solved its merger problems"), Joe Lowe Corp. (Popsicle), Northrup Aircraft, Devoe & Raynolds, Basic G Industries of Texas, Centennial Construction Co., L. Rose & Co. (lime juice), Personal Products' Coets, Frito Co.'s Crispy division, California Industrial Development, Brown-Forman's international advertising, two divisions of Cohu Electronics, U.S. Air Force civilian and military recruiting, Gorman-Rupp and Steelcraft Mfg.

The agency lost American Kitchens, Adler socks, Merck & Co. agricultural products, United Wallpaper, Whitehall's Neet depilatory, Angostura bitters, Daggett & Ramsdell's Primrose House cosmetics (in consequence of Lanolin Plus), General Development Corp., Barbasol Co., Campana Sales Co., Serta Associates, Oshkosh work clothing, Allied Florists Assn. of Illinois, Cellulose Products (Johnson & Johnson affiliate), Emery Industries and Brown & Williamson's du Maurier cigarets.

■ Media breakdown: magazines 38%, television 27%, newspapers 21%, radio 10%, outdoor 4%. The agency has 1,050 employes in 17 offices. It opened a Pittsburgh office to service H. K. Porter Co., under Frederick C. Adams. Roswell W. Metzger, chairman of the executive committee, was named head of the central division, with Fred J. Wachter moving to New York. The eastern operations—Cincinnati, Philadelphia and Washington—were placed under New York's direction. L. Orrin Spellman, previously Philadelphia manager, was named assistant to the president in New York. Jere Patterson resigned as exec vp and set up as an international advertising consultant.

Harry D. Way replaced veteran Wilson J. (Wick) Main as media boss. Anders W. Krall left as manager of marketing and research to join Warner Bros. (foundation garments) in a similar capacity. Frank Walsh came in from McCann-Erickson to head research and left to join Wherry, Baker & Tilden, being succeeded by Robert Aledort, formerly with C. J. LaRoche & Co. Whitney Hartshorne, vp and office manager in New York, Fred Clarke, vp and copy director, and Fred Reynolds, copy supervisor, all left the agency. Al Meyer, formerly with Leo Burnett Co., joined EWRR in Los Angeles as vp and head of merchandising and sales promotion. EWRR estimates 1959 volume up 15%.

William Esty Co., New York, billed an estimated $60,000,000 in 1958, up more than 10% from 1957, when AA's estimate of $52,000,000 was probably too low.

The agency had nine months' billings on Sun Oil Co., acquired in 1957, and it added Vaseline Petroleum Jelly from Chesebrough-Pond's Co. It lost none.

Its media breakdown has varied, but is roughly 55% television, due in large part to its heavy billings on R. J. Reynolds, for which it handles Camel, Winston and Salem.

Esty has 360 employes (and one of the highest ratios of billing-to-employe in the business). During the year Thomas M. Morton, who had been account executive on Ballantine beer, was named a vp. Curtis Berrien, who had been senior vp and copy director of Reach, McClinton & Co., joined Esty in a similar capacity. Ralph Chatfield, exec vp of the agency, left to join Benton & Bowles as a senior vp.

Foote, Cone & Belding, Chicago, billed $100,000,000 in 1958, of which $12,000,000 was billed abroad. In 1957, comparable figures were $96,000,000 and $9,000,000.

During the year, FC&B participated in a Ford Motor Co. account shuffle, in which Edsel was moved out and Lincoln and Continental moved in. It added Zenith Radio Corp., General Foods' S.O.S., Equitable Life Assurance Society of the U.S., A.&M. Karagheusian, Lever Bros.' Air-Wick, Angostura-Wupperman Corp. The agency also was due to receive several General Foods products in 1959: Calumet baking powder, Deserta, Minute potatoes, and the Walter Baker chocolate line. At year-end Foote, Cone lost CVA Corp., a

ÉTOILE
RENTE 3½%
à capital garanti
SAISON DE PARIS
MOULIN ROUGE
GRAND PRIX DE PARIS
BATEAUX MOUCHES
Que Irons-nous ?
L'OFFICIEL DES SPECTACLES
L'HISTOIRE DU MONDE
BALS - DANCINGS
DISQUES NOUVEAUX
DEUX ANES
VAILLARD
DIX-HEURES
UN CERTAIN F
IONESCO
CAVEAU
BONJOUR GAITE!
A.B.C
L'HEURI
LE PETI
St Raphaël
quinquina

Photo J. Coquin.

DOING BUSINESS IN EUROPE?

Can you talk to HIM in HIS language?
(We can!)

If you don't know the language, you're not going to get your message across, even if you shout. And "language" means more than speech. It involves tastes, and needs, and habits. Better leave the talking to experts operating in the very market you are seeking!

In France, that means Publicis. This agency (newly housed in a Building specially designed to give a complete, up-to-date advertising and marketing service) works on an international scale. Not only does it know France inside out, it can also assess the special problems of the French market against what it knows of the U. S. (it has offices in New York).

It is highly significant that a large number of Publicis accounts are international : British-American Tobacco Company Ltd., Chemstrand Corporation (Acrilan), Colgate-Palmolive, Coty, General Motors (France) Frigidaire Washing Machine Division, Laboratoires Avlon (I.C.I.), Ronson Products Ltd. (Lighters), Sabena Belgian World Airlines, Shell Berre (French Shell), Singer Sewing Machine Company, Trans Canada Air Lines (Air Canada).

PUBLICIS

PARIS PUBLICIS BUILDING 133
Champs Elysées (8e) Balzac 78-00
New York Rockefeller Center
610 Fifth Avenue N. Y: 20 Plaza
7-2273

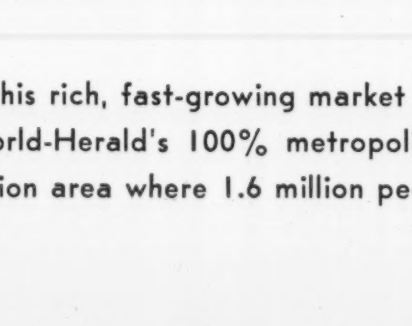
UPON REQUEST, PUBLICIS WILL BE HAPPY TO SEND, FREE OF CHARGE, AN INTERESTING BOOKLET OUTLINING BUSINESS OPPORTUNITIES IN THE EUROPEAN COMMON MARKET. WRITE FOR YOUR COPY TODAY.

Business Is Booming in the Bigger-than-ever $2.7 BILLION Nebraska and Western Iowa Market

Gross farm income UP 30% Department store sales UP 6%	During the first 10 months of 1958, gross farm income showed a whopping 30% increase over the previous year. And it is "spending" money, as department store sales indicate a 6% boost for the first four weeks of this year as compared to the same period in 1958.
Building permits UP 32%	During 1958, 75% more housing units were started than in 1957. According to the Omaha Builders Association, approximately three thousand starts are expected every year for the next six or seven years. Government, commercial and industrial construction continues at a phenomenal rate. Two-hundred million dollars are earmarked for construction during 1959. Housing units at Strategic Air Command Headquarters alone account for $14-million.
Number ONE livestock center	Omaha, serving a 103-county farm and ranch market, continues to hold its title as the largest livestock and meat packing center in the world. During 1958, livestock receipts increased 10%, and during that same period 4.8% more livestock was processed as in 1957.
Banking activity at new high	Bank deposits set an all time year-end record in 1958, with deposits up almost $100 million over the previous year. In January of this year, bank clearings were up 9.2% and bank debits increased 12%.

Reach this rich, fast-growing market with The Omaha World-Herald. No other single medium can touch The World-Herald's 100% metropolitan coverage, and average 50% coverage of its vast 103 county circulation area where 1.6 million people have $2.7 billion to spend.

Omaha World-Herald



246,588 Daily **258,795 Sunday**

ABC Publishers' Statement, Six Months Ending September 30, 1958

O'Mara & Ormsbee, Inc., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

your
best
customers
are

AFRAID TO BUY!

A Wage Earner welcome to:

[illegible]

Wage Earners rely
...be sure they

"I don't trust off brands. I would be afraid I'd be wasting money. I stick to brands whose reputations I know."

Mrs. R. J. T.

(from a Social Research, Inc. study)

Like most TRUE STORY WOMEN'S GROUP readers, Mrs. T. is a Wage Earner housewife. She's younger than the typical reader of "white collar" magazines. Has more children, too. And, though she has plenty of money to spend, she's not as confident of her own buying skills.

So... she sticks to brand names. She has an abiding faith that brand names are good names, "or else the brand could not have stayed in business so long or been advertised so widely!"

THE ONLY WAY TO REACH THEM

It's a well-known fact that magazines attract audiences which can find "self-identification" in their editorial content. For that reason, Mrs. T., and the millions of young Wage Earner housewives she represents don't read magazines edited to "white collar" women, to any great extent.

For example:

76% of TRUE STORY WOMEN'S GROUP readers never see any of the major Women's Service magazines

70% of TRUE STORY WOMEN'S GROUP readers never see any of the major Weeklies or Bi-weeklies

If you're one of the many leading advertisers who are now using TRUE STORY WOMEN'S GROUP magazines, you've already found that you're selling a huge, profitable, *different* kind of audience.

If you're not using these magazines, perhaps you should look into them once more.

* *Source: Social Research, Inc.; Kemp Audience Report*

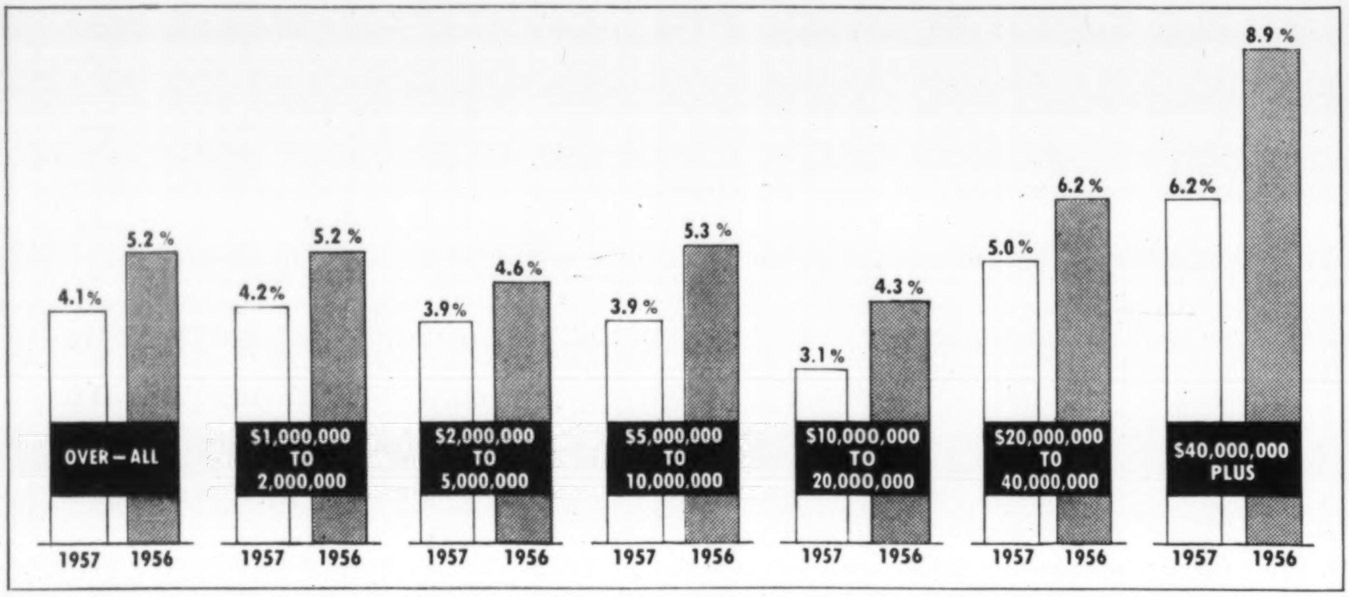
on national brands know yours well!

True Story
WOMEN'S GROUP
40 years of serving Wage Earner America

TRUE STORY
TRUE ROMANCE
TRUE EXPERIENCE
TRUE LOVE
TV RADIO MIRROR
PHOTOPLAY

Profits for Advertising Agencies by Billings Brackets, 1956-57

Profits as a Percentage of Gross Income



PROFIT PINCH—*Agency profits dropped from 5.2% of gross income in 1956 to a record low of 4.1% in 1957, according to figures obtained by Advertising Age from confidential sources. The drop in profits came despite increased billings generally.*

Schenley wine subsidiary, and the Calavo Growers of California, and resigned the Watchmakers of Switzerland.

▪ Media breakdown of billings (art and production excluded): newspapers 26.3%, magazines 23.2%, outdoor 7.3%, radio 7.3%, television 35.9%. The agency has 1,114 employes in ten offices.

During the year FC&B took steps to centralize national operations in New York. Richard W. Tully, vp and manager in Chicago, moved to New York to be chairman of the national operations committee, and John B. Simpson, Chicago vp, moved to be national director of broadcasting. Mr. Tully was replaced in Chicago by Charles S. Winston Jr., and John L. Rigotti, vice-chairman of the plans board, took on additional duties as vp in charge of media and research in Chicago.

New top personnel included Ernest W. Eversz, formerly with Leo Burnett, as vp and director of copy, and Martin Kiek, formerly with Lever Bros. in Mexico, who became general manager of the Mexico City office and vp in charge of Latin American services. Robert F. Hussey, vp in charge of media in Detroit, and Roy Campbell, exec vp in Los Angeles, retired. David N. Laux, vp and account supervisor, moved to Lennen & Newell as a senior vp.

Fuller & Smith & Ross, New York, billed $44,100,000 in 1958, down slightly from the $44,400,000 billed in 1957.

It added Lufkin Rule Co., Dollar Savings Bank, Waring Products Corp., Gibson Wine Co., Cool-Ray Inc., American Optical Co.'s opthalmic division, Fisher Scientific Co., Thornton Canning Co., Kelly & Gruzen, White Motor Co., Ingram Menthol Co. and Carbonated Beverage Institute. It lost Wooster Brush Co., Parker-Hannifin Corp., A.&M. Karagheusian, Ramset Fastening System, Black Leaf Products Co., Gorman-Rupp Co., and Alcoa's closure division.

▪ Media breakdown: magazines (including supplements, business papers and farm publications) 65%, newspapers 9.5%, radio 5%, television 20% and transit and outdoor 0.5%. The agency has 467 employes in six offices.

It moved the Cleveland office into the new Illuminating Bldg. In Cleveland it added Kirk C. Tuttle and Harold R. Titman, both previously Kudner executives, as vp and manager of the Cleveland office and manager of administration, respectively. John C. Maddox had moved in 1957 to New York as senior vp for marketing services. Walter C. Mitchell, formerly with Royal McBee Corp., was named director of research, and Fritz Hellman was named copy director, succeeding Gordon K. Zern, who became account executive on Cool-Ray.

Robert B. England, ex-Abbott Kimball, joined the San Francisco office as senior account executive. Shippen Geer, vp for public relations, left to become vp and general manager of Inter Ocean Publicity; and Burton W. Schellenbach, vp and plans board chairman, joined H. K. Porter Co. as vp for sales. The agency estimates that 1959 billing will be up 10%.

Grant Advertising, Chicago, reports billings of $96,500,000 in 1958, up about 7% from the $90,500,000 billed in 1957. In 1958 do-

Henri Henault

President of Synergie. President of Synergie-Roc. Past President of the "Fédération Française de la Publicité".

Madison Avenue is longer than you think

Here is why... Madison Avenue techniques stretch all the way to the commercial crossroads of Europe - Paris, France. These techniques are synthesized here at a top Paris Agency - Synergie (it rhymes with energy). At Synergie, nearly 200 trained advertising specialists are ready to serve your international advertising and marketing problems. In close cooperation with our market research agency Synergie-R.O.C. we are ready to give you the all-round Madison Avenue Service you are used to in the U.S.A. Our network of corresponding agencies will keep you in continual contact with the entire European market. And your advertising and marketing plan will be on a truly international scale. ▸ A ROUNDUP OF OUR SERVICES :

Art ▸ from conception to mechanical layout

Media ▸ newspapers, magazines ; Radio and T.V. motion picture and outdoor advertising for the European market.

Radio and T.V. Production ▸ programing for the European audience.

Point of Sale Department ▸ on-the-spot information on how your products are at European sales counters.

Public Relations Department ▸ P.R. intimate with the Continent.

Customer Information ▸ A SYNERGIE service to provide you with an advertising library.

Styling Department ▸ A guarantee that your advertisement will have up-to-date tailoring for European taste.

Fashion Department ▸ our insurance against fashions mistakes in fashion conscious Europe.. inside information on the Paris fashion world.

Plus the services of SYNERGIE-R.O.C.

SOME OF OUR INTERNATIONAL ACCOUNTS : AIR WICK · CALTEX · FORMICA · MAX FACTOR HOLLYWOOD · OMO (UNILEVER) · PARKER PEN...

SYNERGIE

mestic billing accounted for $36,600,000, international $59,900,000, and $6,750,000 represented capitalized fees; in 1957, comparable figures reported by the agency were $90,500,000, of which $53,000,000 represented international and $3,832,909 in fees capitalized.

Grant's account list was swelled through two mergers—more than 60 accounts came from Abbott Kimball Co. (New York and San Francisco) and Burke Co., Seattle.

Among the domestic accounts added were Joseph Schlitz Brewing's Old Milwaukee beer, Swanson's Cookie Co., Firth Carpet, Guerlain Inc., Frances Denney, Handmacher Vogel, Strathmore Paper, First Western Bank & Trust Co., Pacific Air Lines, Alaska Air Lines, Washington State Dairy Products Commission. Also, Plough Inc. products export worldwide, and Pearson Pharmacal Co.'s export products. In various foreign markets Grant added such recognizable names as Firestone Tire & Rubber, General Foods, Sears, Roebuck & Co., Chemstrand Corp., Shell Oil and Trans-World Airlines. In all it added 244 accounts, domestic and foreign.

■ Its major account lost was Florists Telegraph Delivery Assn.; others were Campana Sales Co.'s Solitair cake makeup, and tampon (Pursettes) which Grant had handled jointly with EWRR, and D. L. Clark Candy Co.

Its media breakdown: Newspapers 32%, magazines 16%, supplements 1%, radio 7%, television 36%, outdoor 2%, business papers 1.5%, farm publications 0.5%, point of sale 0.5%, and "other" 3%. It opened two new offices, Singapore and Colombo, bringing the worldwide total to 40 (nine in the U.S.), in which it has 1,550 employes.

Among the significant personnel changes last year were Robert B. Conroy named account executive for Plymouth division tv advertising, and Doyle W. Lott named vp and account executive on Dodge; Myers B. Cather named manager of the Detroit office, succeeding L. R. McIntosh, exec vp and manager of domestic operations, who now supervises domestic offices fulltime. Greg Sherry, vp and account exec in Dallas, transferred to Chicago as account supervisor; Rudy Behlmer, senior director of tv-radio in Hollywood, to director of tv-radio for Grant in New York.

William C. Patterson and Tom Johnston, both vps, joined Dancer-Fitzgerald-Sample; James J. Flood, formerly in charge of marketing for Grant in New York.

William C. Patterson and Tom Johnston, both vps, joined Dancer-Fitzgerald-Sample; James J. Flood, formerly in charge of marketing for Grant in New York, joined Lambert & Feasley as vp and director of marketing; Jack Bailhe left as vp of operations and public relations in New York. John Gaunt, vp in charge of domestic and international radio and television, died. The agency estimates that 1959 volume will be up 6%.

Grey Advertising Agency, New York, billed $42,800,000 in 1958, down about $800,000 from $43,600,000 billed in 1957. The slight dip is ascribed to a policy of not taking accounts without growth potential, and to "mild cutbacks" in appropriations.

The year 1958 will probably be remembered in the agency as the year it successfully diversified into the food business, as several years ago it worked its way from a soft-goods agency into appliances. Late in the year it added Procter & Gamble's Big Top peanut butter and Ward Baking's Tip-Top cake line; it also added Westinghouse's tv receiver and hi-fi line, Mennen Co.'s men's products, Maggi Enterprises, Tuttle Silver Co., Hassenfeld Bros. toys, Palm Beach Co., Benrus Watch Co., and in Canada Canadian Industries Ltd.'s textile fibers division.

The agency lost Lehn & Fink's Tussy products, Simplicity Patterns, Gruen Watch, Waldes Kohinoor, Firestone's Velon and Exon divisions, Kruger's Holsten lager beer (it retained Kruger beer and ale and Ambassador beer), and resigned MacGregor sportswear.

■ The media breakdown reflected increasing use of broadcast media: radio and television now account for 42% of its billing (it had $18,400,000 in tv), but magazines still lead slightly with 43%, newspapers account for 7%, and "other" 8%.

Grey has 513 employes in four offices. Significant personnel changes included the naming of Hal Davis, formerly a radio-tv vp and account supervisor, to assistant to the president; Ralph Froelich, vp, was named manager of creative departments, and Walter B. Grosvenor was elected vp—he was an account executive. B. I. (Bib) Brownold, vp and director, retired.

Grey realigned its creative setup, adding Howard Shank, formerly with Benton & Bowles, as vp and creative director, succeeding Arkady Leokum, who retired, and Ben Alcock, formerly with Cunningham & Walsh, joined as vp and associate creative director. William F. Craig, formerly an executive board member of William Morris Talent Agency and earlier with Procter & Gamble, was named vp in charge of tv programming. Mrs. Frances Corey, former ad boss of Macy's, joined Grey in Los Angeles.

The agency estimates a substantial rise in 1959 billing, to perhaps around $45,200,000.

Kenyon & Eckhardt billed $90,000,000 in 1958, of which $3,500,000 was billed abroad. In 1957, comparable figures were $86,000,000 and $3,000,000.

The agency had a good new business year, adding Crown Zellerbach's corporate campaign, Max Factor, Wilson & Co., Lever Bros.

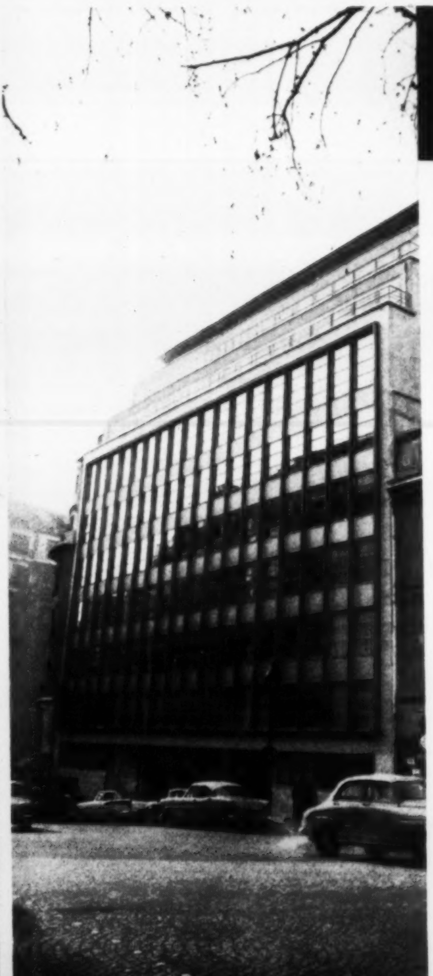
ANSWER AMERICA
ANSWERS YOUR TELEPHONE
24 HOURS EVERY DAY
Offices everywhere — Act as branch offices —Receive Mail—Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call information or write
ANSWER - AMERICA INC.
ANSWER AMERICA, INC.
55 East Washington Street, Chicago 2, Ill.

TULSA'S new $35,000,000.00 AIR TERMINAL!

. . . soon to be constructed. And this new project will not only mean greater payrolls and construction, but prepares Tulsa (ahead of most mid-western cities) for the jet age. For real response to your advertising, select bustling, vital TULSA. **Remember, you're not "in" Oklahoma, unless you're in Tulsa.**

For More Business, Use the Oil Capital Newspapers

TULSA WORLD
TULSA TRIBUNE
MORNING ● EVENING ● SUNDAY
Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities



SYNERGIE-ROC

R.O.C. stands for three French words that mean "marketing and research organization".
And R.O.C.'s services will mean you won't have to grope your way blindfolded through the European market.
As down to earth as the sound implies, R.O.C. which was originally a division of SYNERGIE, became an independant corporation because of the volume of European work it handles.
Your product can be guided by the kind of hard, factual information that is essential to wise planning for marketing, distribution, advertising and promotion in Europe. R.O.C. means know-how in Europe.

Our services include :

Presentation and packaging studies Optimum prices
Specific market for product Consumer surveys - including MR
Analysis of distributional channels Ad testing Media research

Ready to orient such information to your product needs are a battery of R.O.C. statisticians, engineers, sociologists, pyschiatrists and salaried interviewers. Their findings are worked out on computing machines and sorters that are as modern as the gearing of R.O.C. itself.
With push button efficiency, SYNERGIE-R.O.C. has completed more than 400 surveys and investigations and is ready for you to press the button now.

29-31, RUE DE COURCELLES
PARIS 8^e - PH: BAL. 95-50

SYNERGIE-ROC
RECHERCHE ET ORGANISATION COMMERCIALES

3, AVENUE FRANKLIN-ROOSEVELT - PARIS (8^e)

G.M. BASFORD:
the advertising agency that talks business for corporate giants like these:

C·E
TEXACO
GE
AIRCO
SKF
U.S.I.
Allied Chemical
CRUCIBLE
Otis
NATIONAL DISTILLERS AND CHEMICAL CORPORATION

An impressive array of signatures? We think so. We could show you 50 more—and they'd all have this in common:

These companies have discovered an advertising agency with a new approach. G. M. Basford is devoted to the idea that selling to business, industry and the professions demands unique skills and resources. Nowhere else have they been brought together with as great effect.

Basford's clients talk business to an audience of professional skeptics. Perhaps you know this kind of prospect...wary, knowledgeable, performance-conscious. He often thinks on a high level. He always thinks in dialect—the language of his trade, industry, or field of work. Basford has trained and organized itself to communicate with this man—wherever he's to be found—and to persuade him.

This is a special kind of service. It's not an extension or poor relation of consumer advertising. We call it the capacity for resultful 'shop-talk.' It's quite possible that you might benefit from its more effective use, as our clients are benefiting.

If you'd like this concept explained in more detail, write for our booklet, "Does your company speak SHOP-TALK?" Or, if you're in the mood for action, call Fred Adams, President. The number is MUrray Hill 2-2838 in New York.

G. M. BASFORD COMPANY
60 East 42nd Street, New York 17, N. Y.

ADVERTISING · SALES PROMOTION · MARKETING · PUBLICITY
TECHNICAL LITERATURE · MARKET RESEARCH

NEW YORK · CLEVELAND · AND IN 65 FOREIGN MARKETS

Handy Andy, and Pabst Brewing. It got Lincoln at the start of 1958, and exchanged it for Edsel when Ford shuffled its agencies. It lost American President Lines, Equitable Life Assurance, and three West Coast bottlers—the San Francisco and Los Angeles Pepsi bottlers and Belfast Beverages in San Francisco.

■ Media billings breakdown: newspapers and supplements, 20.6%, magazines-business papers-farm publications 23%, outdoor and transit 2.3%, television 36.5%, radio 6.7%, "other" 10.9%. The agency has 830 employes in 12 offices, and opened a new Dallas office during the year. Early in the year K&E handed out an executive salary cut of 10 or 20%.

During the year it revamped its executive structure. Dwight Mills, chairman of the executive committee, retired as the year began. When Don Miller resigned as senior vp, treasurer David C. Stewart was named exec vp. Franklin J. Hennessy was named head of corporate services, Alfred A. Norcott was named secretary, and Barrett Brady, creative head, was named to the executive committee.

G. T. C. Fry, former account supervisor on RCA, was shifted to Detroit as manager and account supervisor on Mercury; Andrew Shepard joined the agency in New York, working on Ford, and was moved to Detroit as a vp. In Montreal, David Roe was named manager.

■ Stephens Dietz was elected to the board of directors, and Paul Bradley, ex-Grant, joined K&E as a merchandising department executive. On the West Coast, John

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Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

Again...Dominant Leadership in 1958!

in Total Advertising

The Seattle Times

Led the Second Newspaper by

9,655,352 Lines

TIMES LEADERSHIP IN 1958

Retail Display	6,354,674 Lines
Total Display	7,414,413 Lines
Classified	2,240,939 Lines

Source, 1958 Media Records

YOU REACH MORE READERS

with The Seattle Times because it serves 3 out of 4 newspaper reading homes.

The dominant leadership of **THE SEATTLE TIMES** in all classifications reflects the true picture of why **THE TIMES** is the best advertising buy.

The Seattle Times
LEADERSHIP
EARNED BY
BETTER RESULTS

SEATTLE'S NEWSPAPER

REPRESENTED BY O'MARA & ORMSBEE, INC.
New York • Detroit • Chicago • Los Angeles • San Francisco
Member Metro Sunday Comics, Metro Rotogravure Group and Farwest Rotogravure Group

one six two
THAT'S PORTLAND MAINE

Portland is number one in the U. S. among cities under 150,000 population; an ideal testing atmosphere for any product.

Portland is number six in the U. S. among ideal testing cities regardless of population; a fact due to a consistently stable economy.

Portland is number two of all testing cities in New England regardless of size; thus the ideal city in an ideal market area. (source: Sales Management)

100% coverage of city zone 94% coverage ABC retail trade zone
PORTLAND, MAINE NEWSPAPERS
PORTLAND PRESS HERALD ★ EVENING EXPRESS ★ SUNDAY TELEGRAM
represented by Julius Mathews Special Agency

L. Bricker left Whirlpool to succeed Jack Runyon in Los Angeles, and subsequently was named head of the agency's West Coast operations. He then resigned to become exec vp of Outdoor Advertising Inc.

William King Jr., formerly vp in New York, replaced Mr. Bricker in Los Angeles; Alfred Tennyson, former director of radio-tv commercial production in New York, moved to the West Coast as radio-tv vp, being replaced in New York by John W. Murphy. John J. Soughan, who headed creative work on Pepsi-Cola, resigned to become Pepsi's ad director.

Ketchum, MacLeod & Grove, Pittsburgh, billed $27,000,000 in 1958, an alltime high for the agency. In 1957 it billed $24,200,000.

The increase in billing was largely traceable to collateral services—activity in public relations, sales and technical literature, research and marketing departments was up 17.3%, advertising showed a gain of 8.6%, and over-all billings were up 12%.

The agency added Westinghouse's defense products group, which previously had no agency; Scott Paper's Hollingworth & Whitney division, Dura-Weve and Scott-foam in the industrial field, Reeves Bros.' industrial fabrics and products department, Alcoa's closure division, plus advertising for specialized uses of aluminum foil in the printing and electrical fields. The agency lost the Chevrolet Dealers Assn. of Washington, D. C. Most of Ketchum's billing is in print. It has 342 employes in three offices.

A key addition was Marshall Clark, named vp and manager of the New York office. He was once advertising director of Scott Paper, and more recently resident marketing manager of Bowater-Scott Corp., London, Scott's British affiliate. The agency is optimistic—it announced last month that 75% of the budgets of its more than 60 clients had been increased for 1959.

Kudner Agency billed $40,000,000 in 1958, down from $55,000,000 in 1957. The drain of General Motors accounts, which began with the loss of Buick, continued with the loss of the Frigidaire division (July) and of the GMC coach and truck division (October).

The agency added Colorforms and Intercontinental Hotels. Its media breakdown: newspapers 47%, magazines 12%, supplements 2%, radio 1%, television 22%, outdoor 8½%, business papers 3%, farm publications 4½%.

Kudner has 200 employes, or about half its peak number in 1956. J. H. S. Ellis resigned as president, and sold his stock (about 38%) in the agency. C. M. Rohrabaugh, formerly exec vp, took over as president. Exec vps Paul Newman and Vincent F. Aiello went to MacManus, John & Adams.

The agency published a notable house ad, "Pride is a guy with rosin on his pants," pointedly made a maximum profit-sharing con-

ONCE UPON A TIME there was a man who prided himself on making the best fudge in the state. And one night a friend of his, who was a very smart automobile salesman, came over to play pinochle. When he sampled the fudge, he told his host that it was positively the finest candy he had ever tasted, and he advised his friend to wrap each piece in gold foil, to package it in a silver box with green stripes, and sell it by mail. In a few months there were more orders than candy, so his friend advised him to set up a small plant, and start distributing the candy through department stores and supermarkets as well as by mail. Before long the business was so big that a new plant had to be built, and the candy maker hired a sales manager away from another big candy manufacturer to run the business. When someone asked him why he didn't offer the job to his friend who had helped him so much, the candy maker replied, "Who, *Bill?* Why he doesn't know anything about candy. He sells cars."

MORAL: ***There are no hard people or soft people. The same people who buy cars buy candy—and the same people who buy steel buy soft drinks. Which is why the smart advertiser doesn't judge an agency on the kind of products its clients produce, but on the kind of advertising it produces for its clients.***

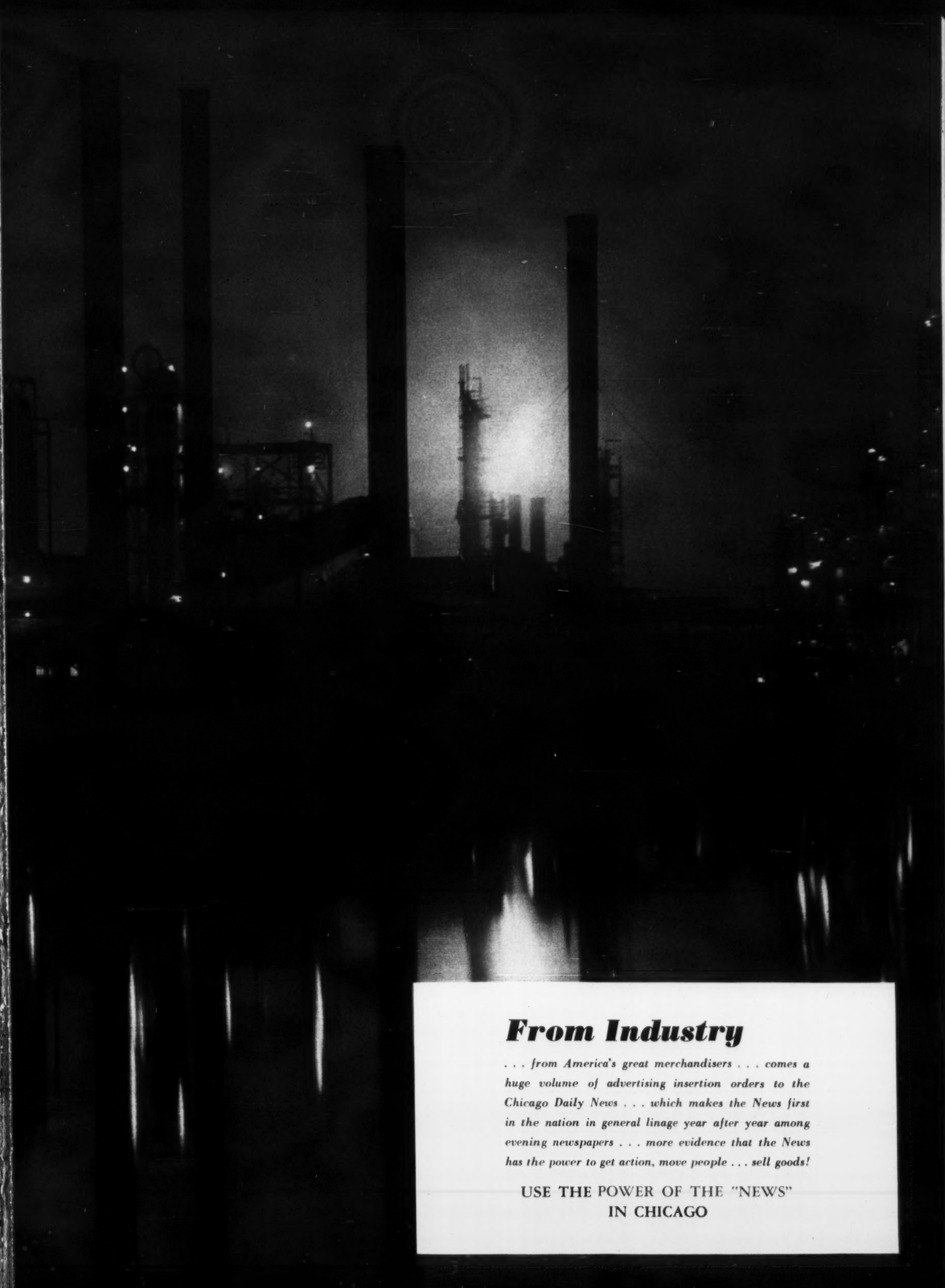
CAMPBELL-EWALD
Advertising Well Directed

Detroit • New York • Chicago • Los Angeles • Hollywood • San Francisco • Washington • Denver • Atlanta • Dallas • Kansas City • Cincinnati

IS AMERICA STILL GROWING?

Today—and every day—11,000 babies are born in the U.S. This means more needs, more business, more opportunities for everyone. Get *all* the heartening facts on America's growth and how it *affects you.*

Write for *free* booklet about your great future. THE ADVERTISING COUNCIL, Box 10, Midtown Station, New York 17, N. Y.



From Industry

. . . from America's great merchandisers . . . comes a huge volume of advertising insertion orders to the Chicago Daily News . . . which makes the News first in the nation in general linage year after year among evening newspapers . . . more evidence that the News has the power to get action, move people . . . sell goods!

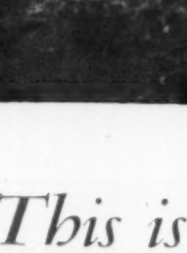
USE THE POWER OF THE "NEWS"
IN CHICAGO

This is Houston

A proud symbol of Houston's spirit is the majestic San Jacinto Monument . . . marking the site of Texas' victory in its battle for independence!

Yes, Houstonians think big and BUY big! And, when they think of buying, they look to The Houston Chronicle. That's why The Chronicle gets the biggest share of advertising placed in Houston newspapers . . . that's why in 1958 The Chronicle published more total advertising than any other newspaper in the Southwest, and more than both other Houston newspapers combined!

SOURCE: MEDIA RECORDS



THE HOUSTON CHRONICLE

Read by More Houstonians
Than Any Other Newspaper!

THE BRANHAM COMPANY—National Representatives

tribution and paid a Christmas cash bonus. Earlier in the year the agency was reported as billing at the rate of $20,000,000, and the Kudner estimate of 1959 volume is down 40% from 1958.

Lennen & Newell, New York, billed $83,000,000 in 1958, up from $45,000,000 in 1957. Behind this immense jump in billing—largest reported gain in this report—lay two factors: a big increase in billing on business acquired in 1957 (notably Lorillard's Kent) and earlier, and three mergers which brought the agency more than $20,000,000 in billing.

These mergers were: Merchandising Factors, San Francisco, in June (some $3,500,000); C. L. Miller Co. in August (about $9,000,000); Buchanan & Co. in November (about $8,500,000), which now is L&N's Buchanan division. Before the Miller agency was merged, it had added Kellogg Switchboard & Supply and lost *True*; after the merger, the Oral Roberts Evangelistic Assn. departed, a $1,250,000 account.

▪ Lennen & Newell added the following accounts: National Distillers (Cinzano), the National Automobile Dealers Assn., National Meat Canners Assn., and Stokely-Van Camp frozen food division in the first half of the year; late in the year the acquisition of Cluett, Peabody's Arrow division was announced.

Through merger L&N acquired the billings of B. F. Gladding & Co., Circle Line, Corn Products Refining Co., Desert Inn hotels, Kellogg division of IT&T, Springs Mills, Reynolds Metals, the Convair division of General Dynamics, Paramount Pictures, Rheem Mfg.'s Richmond plumbing division, Crown-Zellerbach Corp., Simpson Timber and Firstamerica Corp. The agency resigned Benrus Watch, Chemical Corp. of America (Freewax), and lost Bromo-Seltzer and Colgate's Vel Powder.

▪ The agency's media billings breakdown: newspapers 22.1%, magazines 15.1%, radio 7%, television 54.4%, outdoor 1.4%. It has 700 employes in four offices (the previous year, 453 in three).

As a result of the mergers, John Hertz became senior vp of the Buchanan division, William Dasheff also a senior vp and management account supervisor, and Fred Keith, who had been Buchanan's Los Angeles manager, became vp and supervisor on Convair. C. L. Miller became head of a new packaged goods division; Philip P. Hoffman and William F. Mueller, respectively Miller treasurer and a vp, became L&N senior vps. Miller's Chicago office closed, and manager Irving M. Tuteur joined Roche, Rickerd & Cleary, Chicago, as vp for packaged goods marketing. Tom Butcher, exec vp of L&N, left the agency to become president of Brown & Butcher. Lennen & Newell estimates 1959 volume up 10%.

MacLaren Advertising Co., Toronto, billed $27,400,000 in 1958, of which $700,000 represented capitalized fees, and $30,000 was billed abroad. In 1957, comparable figures were $25,410,000, $550,000, and $340,000. Thus MacLaren moved into the number one spot among Canadian agencies.

The agency handles all General Motors accounts in Canada, as well as Canadian General Electric and such other giants as Heinz, Imperial Oil, and Molson's Brewery. It added John Forsyth Ltd., Hertz American Express International, part of Canadian Celanese, Canadian Sportsmen's Show, TCF Ltd., Caldwell Linen, Miracle Feed division of Ogilvie Mills, Lever Bros. (Dove), and Canadian White Pine Bureau. It reported no losses.

ADVERTISEMENT

The man at the big, black typewriter

This is a McCann-Erickson copywriter. The strange machine he is running is made of solid ebony, has eighty-eight keys (thirty-six of them black), and a nine-foot sounding board. How come?

Because we think that music, the most primitive communicator of emotions, is becoming more and more important to today's television and radio commercials. And because we feel that music is so inseparable from the idea it expresses it ought to be born at the same time as the idea itself.

So . . . here at McCann-Erickson we have developed a special breed of bi-talented copywriter-composers who create the music right along with the idea. And they're pretty sensational at it. All of them are published composers. All of them devote a good deal of their own time to outside musical projects. Popular songs. Musical plays. Albums. Rock 'n' Roll hymns. One, believe it or not, even relaxes writing arrangements for an eighty-piece brass band.

And we wouldn't have it any other way. For all of this varied outside creating, from oomp-ahh to alleluia, pays off in more powerful musical treatments when our copywriter-composers sit themselves down at the big, black typewriter to write advertising.

UP AGAIN

IN CIRCULATION AND LINAGE IN 1958!

. . . and M/M PULLS, because it's *big* and *influential* in the conservative Protestant church field . . . in 100,000 homes and more than 60,000 churches. You need M/M to sell this important, growing market.

Lawrence Zeltner, Adv. Mgr.

Moody MONTHLY

101,965 AVER. NET PAID FOR 1958

MOODY MONTHLY • 820 N. LaSalle Street • Chicago 10, Illinois

Media breakdown: newspapers 28.3%, magazines 19.8%, radio 7.1%, television 29.1%, outdoor 3.5%, transit advertising 1%, point of sale 11.2%.

MacLaren has 360 employes in five offices. Last year James Ferres, who had been senior vp and managing director in Toronto, resigned but continued as a director. C. Edmund Brown, previously vp and account supervisor, became general manager. Martin B. Rice, formerly with Kudner Agency, joined in March as manager of the sales promotion department on the General Motors of Canada account. MacLaren's forecast for 1959 volume: about the same as 1958.

MacManus, John & Adams, Bloomfield Hills, Mich., billed $35,704,787 in 1958, down from $40,071,137 in 1957.

It had a good new business year, adding Michigan Consolidated Gas Co. and Wolverine Shoe & Tanning Corp. in the spring; the beer and ale division of Van Munching Imports, Argentina Airlines, and A. E. Chew in December; and in 1959 it would pick up the magnetic tape division of Minnesota Mining & Mfg. Co. and the *Detroit Times*. Its losses were slight: Noxzema Medicated shaving products, and Dow's Zefran textile fibres, which it had handled on an interim basis.

Its media breakdown: newspapers 26.41%, magazines 15.67%, radio 3.46%, television 22.33%, outdoor 2.43%, business papers 11.44%, farm publications 0.18%, and "other" 18.04%. It has 370 employes in three offices.

■ It established an international department in New York, moving in vp John H. Byrne from Bloomfield Hills to head it; Mr. Byrne moved on to Hockaday Associates, and the agency brought in Harold Weinholtz, ex-Young & Rubicam, and Daniel Loizeaux, ex-Robert Otto. The agency landed Dow Chemical's international billing.

■ Charles F. Adams was named exec vp and continued to head the Cadillac account group, with Hovey Hagerman, senior vp, as supervisor; James H. Graham succeeded Mr. Hagerman as Pontiac supervisor, with Robert E. Field moving up to Cadillac account executive, and Colin John to a similar post on Pontiac. Paul Newman and Vincent F. Aiello, top art director and copy chief respectively at Kudner, joined MJ&A as senior vps. Donald E. Jones, marketing director, was named vp and co-chairman of the new business committee, and Robert E. Britton, formerly with General Mills, joined as vp in charge of marketing and research.

Elmer W. Froehlich, vp and media director, died; A. Roy Barbier, vp and Cadillac account exec, retired after 42 years of automotive advertising. Cal J. McCarthy Jr. resigned to become exec vp of Kelly, Nason; Robert Guggenheim, vp and general manager on the West Coast, resigned to work in tv and tv films, and was succeeded by Ralph Yambert, vp in the Los Angeles office, which became West Coast headquarters earlier in the year, after the closing of the San Francisco office.

MJ&A thinks 1959 will be about like 1958.

Maxon Inc., Detroit, billed $26,600,000 in 1958, down from $28,000,000 in 1957.

It added D. L. Clark Candy Co., and General Electric's first line of portable and table model phonographs (Maxon already handled GE tube and radio receiver departments). It lost Climalene Co., and its share of Hotpoint appliances, which elected to centralize its account at Compton Advertising, after having had it divided three ways.

L. Martin Krautter, vp and general manager of the agency's Chicago office, who had supervised the Hotpoint account since 1950, left to become exec vp of Klau-Van Pietersom-Dunlap's Chicago office. At the end of the first quarter, Maxon cut salaries of stockholding executives earning more than $15,000 by 10%.

About 45% of its billings is in radio and television. Maxon has 270 employes in three offices, and estimates that 1959 billings will be up 10%.

McCann-Erickson, New York, billed $265,000,000 in 1958, of which $58,000,000 was international. In 1957, comparable figures were $262,000,000 and $54,500,000 billed abroad.

It was another aggressive new business year for McCann, adding Adler Co., Baker Laboratories, Bourbon Institute, Chesebrough-Pond's new products, City Loan & Savings Co., Colgate-Palmolive's

creativity is 9/10ths perspiration,*

and this is how North goes at it!

This is our basic New Campaign Creative Procedure for new or established Products.

1. PRODUCT RESEARCH
Gathering all information about the brand to be advertised, including competitive information.

2. MERCHANDISING RESEARCH
Gathering all historical and current advertising and merchandising information about the brand and competitive brands.

3. MARKET RESEARCH
Definition of the market by consumer characteristics, geographic, economic, seasonal and all other factors pertaining to the brand and its field.

4. CREATIVE RESEARCH
Learning from typical consumers and social scientists the basic motivations that prompt consumers to buy the product.

5. AGENCY CREATIVE SESSION
An informal meeting discussing all possible ideas and approaches for the new campaign.

6. CLIENT CREATIVE SESSION
All preliminary ideas and approaches for the new campaign are reviewed with client. If session involves established brand—current campaign is compared with new approaches.

7. CREATING BASIC SELLING THEMES
Writing the most important selling ideas (or combination of ideas.)

8. THEME SELECTION TESTS
Themes are tested with agency-developed techniques.

9. CREATING THE ADVERTISING
Presentations of Basic Selling Theme(s) developed for appropriate media.

10. SECURE LEGAL APPROVAL
Clearance with legal department of new presentation(s).

11. REFINING THE ADVERTISING
Advertising is presented to Agency's Creative Group for evaluation and refinement.

12. ADVERTISING EVALUATION TESTS
Aid in evaluation of those presentations selected.

13. REVISING THE ADVERTISING
All advertising is revised, if necessary, and final materials produced.

14. TEST MARKET STUDIES
If test cities are to be used, awareness and attitude studies are made before and after the test campaign begins. Users are interviewed to determine product satisfaction and reaction to claims. Trade is carefully checked.

15. FINALIZING THE ADVERTISING
All advertising is re-evaluated based upon test market data—and again revised, if necessary, before expanding to regional or national levels.

16. CREATING COPY PLATFORMS
Approved basic selling theme and approved presentations are expanded into the Copy Platform (upon which all future advertising is based.)

17. MERCHANDISING, SALES PROMOTION & PUBLICITY TIE-INS
As a companion plan to the advertising campaign, a merchandising and sales promotion plan is developed to capitalize on the advertising with press and trade—and at the point of purchase.

*P.S. *When you see our ads and TV commercials, perhaps you say . . . 10/10ths* inspiration!

NORTH ADVERTISING INCORPORATED

CHICAGO—MERCHANDISE MART PLAZA • NEW YORK—16 E. 40TH STREET • BEVERLY HILLS—8701 WILSHIRE BLVD.

"How's business, Governor Hodges?"

Gene Miller (BW's Associate Managing Editor) is talking to his friend, Luther Hodges. We know what the Governor is going to say . . ."Business is good in North Carolina." For as businessman turned government executive, Hodges has applied sound management principles to his new job, seen his state prosper. Perhaps Business Week had a modest hand in this, for the Governor is a longtime subscriber and reader. And North Carolina has used BW's advertising pages to successfully promote industrial development. But this is not extraordinary—for many executive-readers who find Business Week "most useful" of general business and news magazines, tell us they find it "most productive" for their companies' advertising. *A McGraw-Hill Magazine — ABC.*

BUSINESS WEEK

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

IT'S
NOT THE
SIZE
OF THE DOG
IN THE
FIGHT...

IT'S THE
SIZE
OF THE FIGHT
IN THE DOG

Listen, big boy, put up your mitts. The boys think I've got a chance for the champeenship and you know they ain't nuttin' for foolin' with.

They always backs the little guy that will deliver the goods. They're through foolin' wit' chumps like you what is all show and no go.

The boys got the dough to make good, too, see? They likes to live in real high style. So why don't ya git wise and bury yer bones in a place where they'll grow?

FOR A COPY OF MY PAPERS, WRITE TO

ROAD & TRACK
THE MOTOR ENTHUSIASTS' MAGAZINE
P.O. Box 232 Venice, California

Ajax and a new product, Downyflake Foods, Federal Enamel & Stamping, First National Bank of Atlanta, Golden Grain Macaroni Co., G. Heileman Brewing Co., Helene Curtis' Tempo hair spray and a new product, Mission Macaroni Co., National Airlines, Tyrex Inc.

■ Its resignation of Chrysler Corp.'s institutional, Chrysler and Imperial lines to accept Buick (and subsequently Opel and GMC Truck & Coach division) was the most sensational account change of the year. It lost Allied Van Lines, Chesebrough-Pond's Vaseline jelly, Forest Lawn Memorial Park Assn., Lemon Products Advisory Board, Mead Johnson & Co.'s Pablum, Mennen Co.'s men's products, Rival Packing, S.O.S. Co., and Westinghouse's radio, tv and phonograph products.

Its media pattern continued to show heavy emphasis on broadcasting, where it billed some $105,000,000, or 51% of domestic billing. McCann has 4,062 employes worldwide in ten domestic offices and 26 overseas.

■ During the year Marion Harper Jr., after ten years as president, became president and chairman of the board, as H. K. McCann, 78, retired. Emerson Foote, onetime exec vp of McCann and more recently board chairman of Geyer Advertising, returned to McCann and assumed charge of the midwestern offices.

Other important additions: Stever Aubrey, from J. Walter Thompson Co., as account service group head on Chesterfield and Oasis; John M. Tyson Jr., ex-Burnett, as marketing director and plans board member; Guy B. Mercer, formerly with Tatham-Laird, as account supervisor on Helene Curtis; Daniel D. Kinley, formerly with Procter & Gamble, manager of McCann's planning, research and media division. Sidney A. Wells, veteran of McCann and recently general manager of the four McCann offices in Germany, joined Ira Rubel Inc.; Peter J. Peterson, coordinator of domestic offices, joined Bell & Howell Co. as exec vp; Clark E. Zimmerman, director of research, joined Lang, Fisher & Stashower, and Frank Walsh, associate director, joined Erwin Wasey, Ruthrauff & Ryan; Wayne Jervis Jr., associate director of marketing services, joined Leo Burnett Co. McCann forecasts an 11.3% increase in 1959 billing.

Needham, Louis & Brorby, Chicago, billed $38,140,792, of which $383,525 represented capitalized fees in 1958. In 1957, comparable figures were $33,373,330 and $554,447.

The agency added Oklahoma Oil Co., Hertz Truck & Auto Leasing, Renault Inc. and Peugeot Inc., as well as State Farm Mutual Automobile Insurance Co.'s new multi-agent cooperative advertising program (NL&B already had State Farm's national program) and Lipton tea in Canada. The agency lost Quaker Oats' Ken-L-Ration products, Wilson & Co. and Hotpoint Co. Media breakdown: newspapers 8.1%, magazines 17.9%, supplements 10.5%, radio 7.4%, television 34.4%, outdoor 4.9%, business papers 4.1%, farm publications 3.8%, mechanical-broadcast production-fees, 8.9%.

■ Needham, Louis has 335 employes in four offices. During the year it advanced Paul C. Harper Jr. to exec vp, enlarged its board of directors by electing five vps—James G. Cominos, Edmond C. Dollard, Vinton H. Hall, Frederick A. Mitchell, and F. Winslow Stetson Jr. New vps elected: Kenneth C. T. Snyder, head of broadcast commercial production, George M. Soter, head of New York copy, Blair Vedder Jr., media director who replaced the late Otto R. Stadelman, and four account executives—Charles D. Ewart, Richard H. Needham, George W. Oliver, Robert F. Steinhoff.

Albert A. Klatt, formerly copy head, was elected chairman of the operating committee, Walter W. Stumpe was promoted to director of the marketing department, succeeding Raymond E. Miller, resigned, and John F. Whaley left NBC to join the agency as financial vp, succeeding Max D. Anwyl, who resigned to enter his own business. John J. Louis Jr., who handled the account for seven years, left to be advertising and public relations director of S. C. Johnson & Son.

NL&B estimates that 1959 volume will be about the same as 1958.

Norman, Craig & Kummel, New York, billed $30,100,000 in 1958, of which $3,850,000 represented capitalized fees, and $250,000 was billed outside the U.S. In 1957,

Want the Moon?

ROCKET to HIGHER SALES
... IN MICHIGAN'S 2nd LARGEST MARKET!

AUTOMOTIVE STORE SALES
$117,230,000
Ranks 41st in the United States
FILLING STATION SALES
$44,547,000
Ranks 45th in the United States
SOURCE: SRDS, December 15, 1958, for the year ending July 1, 1958.

Flint, Michigan . . . is one of the more prosperous and progressive markets of the nation. It should be fertile sales territory for almost any kind of product. It is the principal production center for General Motors Corporation. It is the home of Buick, Chevrolet and A.C. Also located here are large plants of Du Pont, Fisher Body, Ternstedt, and hundreds of smaller manufacturers. Prospects for 1959 look good. Retail sales should rocket to new heights. Consult your advertising agency about adding Flint to your 1959 advertising schedule. Complete coverage at one low cost in—

Flint's Only Daily Newspaper

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Tool pusher for independent drilling contractor photographed near Houston by W. D. Murdy.

One of a series of portraits of oil industry management and operating men.

What's in Petroleum Week for Tool Pushers?

A TOOL PUSHER, oil country language for on-site drilling superintendent, finds plenty in Petroleum Week. For Petroleum Week broadens the horizon of more than 45,000 men in the oil industry, at all levels and in all segments. It's the magazine where busy oil men keep informed, where they get up-to-the-minute reports on the news, technical developments and trends that affect their daily activities. Out of this information they acquire the industry perspective so vital to doing a good job.

A good, responsible tool pusher has to keep informed, and that's why he likes Petroleum Week—oil's most readable magazine. He is in charge of one or more drilling rigs. In effect, he is supervisor of drilling operations, on the site—and he takes more than a passing interest in important tools of his trade. Tool pushers are among the many thousand subscribers to PW who are actively and directly engaged in the drilling segment of the oil industry.

Whether you want to reach pushers or presidents, technical men or operating men, the pages of Petroleum Week can carry your advertising messages effectively, for all groups of buying influences are covered. That's why more and more companies are placing more and more advertising in this magazine in 1959.

PETROLEUM WEEK

Oil's Most Readable Magazine All paid Audited Circulation

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

KNOXVILLE—is one of the TOP 10 MARKETS
of the United States as Selected by Rand-McNally
Contact—ED or GLENN HICKS

THE POST SIGN CO. INC.

KNOXVILLE-NASHVILLE TENNESSEE
OUTDOOR ADVERTISING

comparable figures were $28,300,000 and $3,750,000, with nothing billed abroad.

The agency had an active account year: it added Dow Chemical's Zefran in April, Colgate-Palmolive's Vel Powder in June, Jamaica Tourist Board in August, and Schenley's Roma and Cresta Blanca wines at year end. It lost Pabst Brewing Co., Warner-Lambert's DuBarry cosmetics, Sportsman toiletries and New Faces, and Air-Wick.

Media breakdown: television 39%, magazines 15%, supplements 12%, newspapers 11%, radio 9%, outdoor 7%, farm publications 3%. business papers 2% and transit advertising 2%. The agency has 255 employes in three offices. It promoted Walter Craig, vp in charge of radio and tv, to the board, and added Walter Tibbals, former West Coast radio-tv vp for BBDO, as vp and general manager of radio-tv for the agency, a new post. NC&K estimates that 1959 will be up 15%.

Sullivan, Stauffer, Colwell & Bayles, New York, billed $43,000,000 in 1958, compared with $38,600,000 in 1957.

It had a good new business year, adding Best Foods' Rit and Shinola, Block Drug's C-D 60, Carter Products' Prize and Snow White, Duffy-Mott's new product, Noxzema Chemical's skin lotion and High Noon suntan lotion, Salada-Shirriff-Horsey's Sea Brand frozen shrimp, and Whitehall Labs' Duplexin, Psorex and Resdan. The agency lost Blue Coal Corp., J. H. Filbert Inc., Richard Hudnut hair products, V. La Rosa & Sons.

Media breakdown: newspapers 11%, magazines 9%, supplements 8%, radio 16%, television 54%, outdoor 2%. The agency has 325 employes in two offices.

Last year Brown Bolte, formerly exec vp and plans board chairman of Benton & Bowles, joined the agency as president, with Raymond F. Sullivan moving to chairman of the board and chief executive officer. Maitland Jones left the agency to be creative director of Fletcher D. Richards Inc., followed by Donald Anderson, who became vp in charge of marketing. Joseph Leopold resigned as vp and copy chief to become a group head at J. Walter Thompson Co. Vp Joseph P. Hardie died. The agency figures 1959 volume will be "up."

J. Walter Thompson Co., New York, billed an estimated $302,500,000 in 1958, of which $88,000,000 was international. Last year's estimated billing was $285,000,000, of which $75,000,000 was international. It probably should have been $290,000,000, since Thompson's 1957 international billing ran about $80,000,000 instead of $75,000,000. These figures do not include capitalized fees.

Thompson added Quaker Oats' Ken-L-Products dog foods, Lowry Organ division of Chicago Musical Instrument Co., Stouffer Corp., Foundation of Commercial Banks, Stanford University (public relations), Rice Industries, Ford's German-built Taunus, Schlage Lock Co.

The agency resigned its Swift & Co. business (Pard dog food, All-Sweet Margarine, Swift'ning, Jewel shortening, Jewel salad oil, End-O-products, peanut butter and Vigoro products—some $3,000,000 in all). It also lost Devoe & Raynolds, Fleischmann division of Standard Brands, Pharma-Craft Corp.'s Coldene stick chest rub.

■ The media breakdown: newspapers 18%, magazines 23%, television 38%, radio 7%, outdoor 6%, business papers 4%, direct mail 2%, "other" 2%.

During the year J. Walter Thompson Co. opened its 32nd foreign office—in Amsterdam, where its clients included segments of Unilever. Thompson has 5,500 employes, 2,400 of them in the U.S.

Charles Rheinstrom left the agency to return to American Airlines. Arthur Porter was shifted from vp and director of media to take on additional account responsibility for Pond's, and John M. Willem Jr. was moved from Chicago to New York to work on Eastman Kodak. New vice-presidents named during the year: Malcolm Sullivan, William Taylor, Raymond Finnegan, Carl Von Ammon, John Mosman, Mark Forgette, John Fitz-Randolph.

Important additions: William H. Howard, onetime ad boss of Macy and a top vp at Young & Rubicam for ten years, joined the account management staff; Charles Vanda, formerly in charge of programs for WCAU-TV, Philadelphia, was named a vp in Hollywood to develop new tv properties; Thomas Bradley, former director of sales and promotion for Charles Pfizer, in merchandising; and James Yates, noted art director

WHAT SORT OF MAN READS PLAYBOY?

A young man going places, the PLAYBOY reader likes the excitement and challenge of new things, new places and new ideas. He welcomes change and goes to meet it head on. Very apt to find the fellow snapping on skis at the top of Mt. Ajax in Aspen, Colorado or climbing behind the wheel of his Mercedes-Benz at Speed Week in Nassau. Even his choice of sport reflects the satisfaction he finds in coping with everchanging situations. Facts: According to the leading independent magazine survey, PLAYBOY is the only men's magazine with a major concentration of readership in the important 18-34 age group. 70.2% of all PLAYBOY's male readers are in this very age bracket that is so receptive to new ideas and so free to pursue them. There are enough of these enthusiastic young men to start your new idea, style or product snowballing to success, too. Over 850,000 copies of PLAYBOY are purchased every month. (Consumer Magazine Report by Daniel Starch & Staff, August, 1958.)

PLAYBOY ADVERTISING DEPARTMENT • 232 E. Ohio St., Chicago, MI 2-1000 • 720 Fifth Ave., New York, CI 5-2620

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Yes, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

One of my first jobs in advertising was in the Bay Area, and I've never lost my enthusiasm for that region nor my understanding and appreciation of its increasing importance as a major market. Frequent trips to our West Coast offices have provided me with a first-hand knowledge of its amazing growth. Alameda County (Metropolitan Oakland), because of its industrial and residential expansion, should now be recognized as a significant and separate factor in any selling strategy beamed at the Bay Area.

HENRY G. LITTLE,
Chairman of the Board
CAMPBELL-EWALD COMPANY, DETROIT

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation
in Northern California

National Representatives: Cresmer & Woodward, Inc.
New York • Chicago • Detroit
San Francisco • Los Angeles • Atlanta

Sunday Comics:
Metropolitan Sunday Newspapers, Inc.

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers.

MEMO

The Charleston Gazette Charleston Daily Mail

West Virginia's No. 1 Market

To Space Buyers:
Charleston is now West Virginia's largest city in name as well as fame.
Because of a boundary quirk the city corporate limit size has never truly reflected the size of the city. Now a city election has greatly enlarged the boundaries. Charleston is now a 100,000-plus city. (ABC City Zone is 169,281.)
So won't you please use this Memo as a marker in your markets book that Charleston has now topped out 100,000. It is now West Virginia's largest city as well as the hub of the State's No. 1 market.

PUBLISHERS: NEWSPAPER AGENCY CORP.
REPRESENTATIVES: JOHNSON, KENT, GAVIN & SINDING, INC.

and one-time partner in Reach, Yates & Mattoon.

Young & Rubicam billed an estimated $225,000,000 in 1958, of which $32,000,000 was estimated to have been international billing. In 1957, comparable figures were an estimated $230,000,000 and $30,000,000.

Y&R added considerable new business—Chrysler and Imperial (after resigning as agency for Ford's Lincoln and Continental lines), J. H. Filbert Inc., Langendorf United Bakeries, Lehn & Fink's Tussy division, Seagram's Kessler and Drackett's Delete and Vanish division. The agency lost Borden's Starlac, Personal Products' Coets, Motor Wheel, and the Boyle-Midway products of American Home Products.

In the General Foods realignment, Y&R added Tang and Dream Whip, and gave up Calumet Baking Powder, Deserta, Minute potatoes and the Walter Baker chocolate line. At year-end the loss of Cluett, Peabody was announced, with Y&R retaining the Sanforized advertising.

■ Internationally, Y&R added Ethyl Corp. and Rite Paper Products in Canada, Maxwell House coffee in Holland, Remington Rand in Frankfort, Howard Lloyd & Co. in London; in Latin America it added Gulf Panama in Costa Rica, Lehn & Fink in Mexico and Venezuela, Chrysler in Venezuela and Puerto Rico (where it also got P&G's Comet, Spic & Span and Tide), GE's air conditioning, lamps and small appliances in Venezuela, as well as C. A. Helados EFE and Cia. Luz Electrica de Venezuela. In New York, it added export advertising of Simoniz.

Media breakdown of billings: newspapers 8%, magazines and farm 26%, supplements 9%, radio 7%, television 40%, outdoor 1.9%, business papers 2%, transit 0.1%, miscellaneous 6%. Y&R has 2,597 employes in 13 offices.

■ During the year George H. Gribbin was named president, with Sigurd S. Larmon continuing as chairman of the board; Louis N. Brockway was named chairman of the executive committee, and three exec vps were named: Frank Fagan, Harry Harding, and Harry Enders. Charles Feldman was named head of the copy department, succeeding Mr. Gribbin; Edward L. Bond was named director of the contact department in New York, succeeding Mr. Harding; Charles F. Fleischmann was named manager of the contact department in Chicago.

Peter G. Levathes, formerly media head, was named head of radio and television, succeeding Robert P. Mountain, who became vp in charge of new business. Harry Rauch was named director of house relations. Paul Waddell was named Los Angeles copy department head, succeeding Charles Lasher, who retired after 23 years with Y&R. Wilfrid Taylor was promoted to Montreal manager, succeeding Ward S. Hagan, moved to New York as vp in the international department.

In Detroit, a series of changes: Joseph G. Standart Jr. joined as account supervisor on Chrysler; Jerome G. Darrow and James P. Elliott Jr., both formerly in New York, moved to Detroit as executive copy director and executive art supervisor respectively; Aldis P. Butler resigned as Detroit manager, and was replaced by Randolph T. McKelvey, formerly vp and contact supervisor on General Electric.

The agency added Joseph P. Seregny, formerly advertising manager of Lincoln-Mercury; Hadley Atlass was named vp and associate director of merchandising. William Howard, senior vice-president, left the agency and joined J. Walter Thompson Co.; Rodney Erickson, a radio-tv vp, joined Warner Bros.; Edward B. MacDonald, associate media director, joined *Look;* Stanley Arnold, head of the sales promotion division, left to start his own company. During the year the agency introduced its new "Hi-fidelity" color process, making magazine-quality full-color reproduction possible in newspaper ads.

MacLaren Passes Cockfield, Brown in Canadian Billings

Cockfield, Brown & Co., Montreal, perennial billings leader among Canadian agencies, was surpassed in 1958 by MacLaren Advertising, Toronto. Cockfield reported $26,071,000 while MacLaren weighed in with $27,400,000. In 1957, Cockfield's billings amounted to $27,537,000 compared with MacLaren's $25,410,000. MacLaren has grown from $11,500,000 in 1950, while Cockfield has gone up from $14,800,000 in '50.

no additional cost
A&P
Now—Shopper-Topper Multi-Market Merchandising in 170 high volume food stores
Steubenville-Wheeling
Joplin, Mo.
Clarksburg, W. Va.

Select any program or announcements from these Friendly Group stations—WSTV-TV, WBOY-TV or KODE-TV on a 13-week budget—and our exclusive "Shopper-Topper" merchandising service is yours at no extra cost in the important Steubenville-Wheeling, Central West Virginia and Joplin markets. In these three rich markets—with combined food sales of $167,562,000—only these stations offer advertisers this unique merchandising support. Find out today how "Shopper-Topper" can move the goods for you.

The Shopper-Topper* Merchandising Plan guarantees:

- in-store displays, placement of point-of-sale material, shelf stocking, checks on prices, exposure and activity of major competitors, obtaining comments from stores—in 170 high-volume supermarkets
- merchandising activity report every 13 weeks to advertisers and agencies
- complete direct mail service
- product highlighting on popular local shows, including live demonstration

For more details ask for our new "Shopper-Topper" brochure

WSTV-TV
CHANNEL 9 • STEUBENVILLE-WHEELING • CBS-ABC

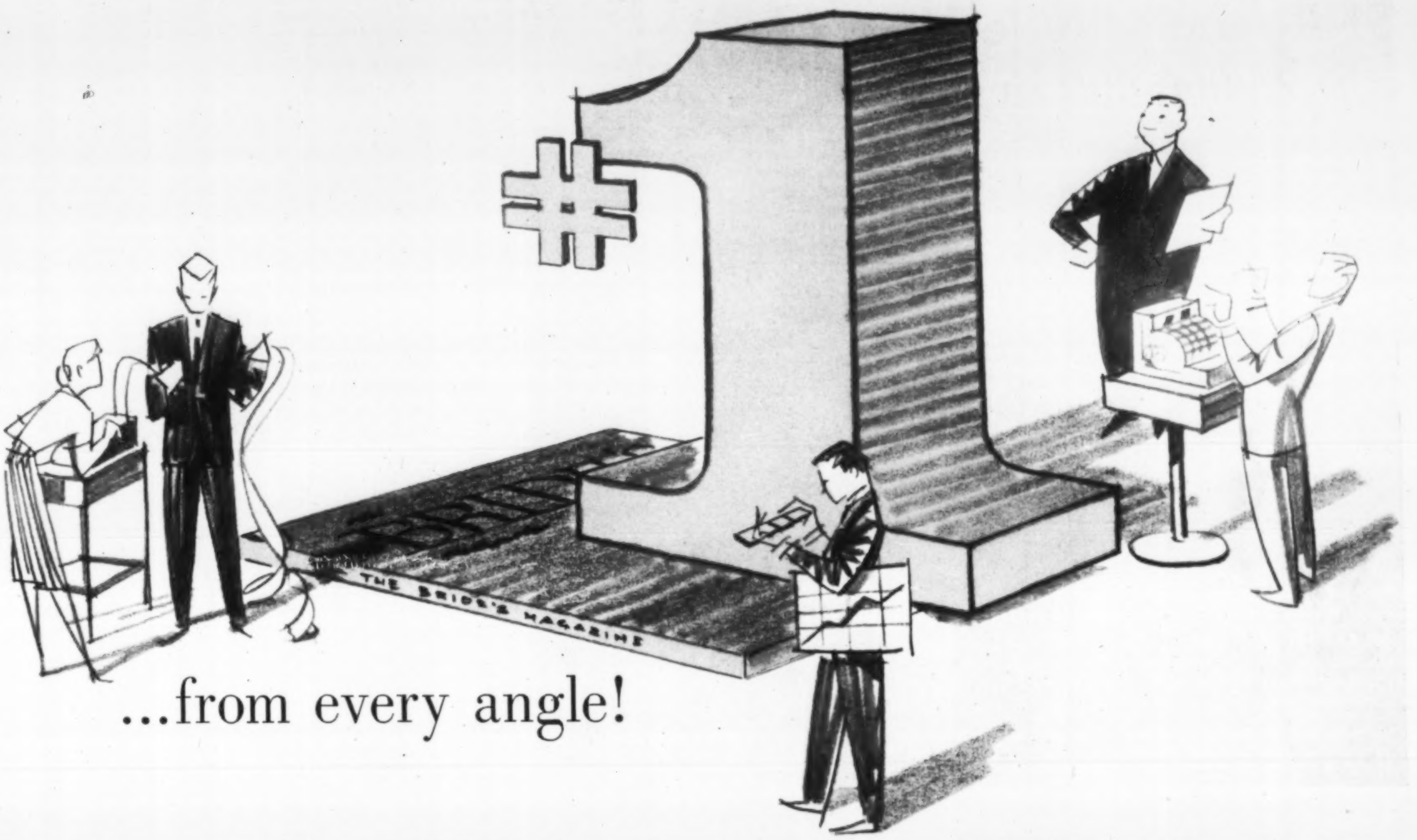
WBOY-TV
CHANNEL 12 • CLARKSBURG, W. VA. • NBC

KODE-TV
CHANNEL 12 • JOPLIN, MO. • CBS

Members of The Friendly Group Represented by Avery-Knodel, Inc.

Rod Gibson, Nat'l Sls. Mgr. • 52 Vanderbilt Ave., New York • 211 Smithfield St., Pittsburgh. • *Copyright applied for

FS4R



...from every angle!

There is only ONE leader in the BRIDAL field..

the BRIDE'S *magazine*

the
BRIDE'S
magazine

The undisputed position of leadership held by The Bride's Magazine is further attested to by its selection as winner of the 1958 DOROTHY DAWE AWARD for distinguished coverage of home furnishings news, in the general magazine category.

FIRST in CIRCULATION

THE BRIDE'S MAGAZINE 169,902 copies
MODERN BRIDE 121,016
BRIDE & HOME 94,056

Average total paid circulation per issue, ABC Publishers' Statements for 6 months ending June 30, 1958

FIRST with RETAILERS

THE BRIDE'S MAGAZINE 228,311 lines
MODERN BRIDE 39,875
BRIDE & HOME 75,690

Tie-in newspaper advertising linage ABC reports, 1958

FIRST in Advertising Pages and Revenue

	PAGES	REVENUE
The Bride's Magazine	653.6	$1,630,423
Modern Bride	520.9	$911,286
Bride & Home	203.4	Not reported

THE BRIDE'S MAGAZINE · 60 EAST 42nd STREET · NEW YORK 17, N. Y.

For further information call or write Robert M. Thorsen, *Vice President and Advertising Director*

51 Agencies Billed $10-25,000,000 in 1958

Five Agencies Move Up to This Bracket; Gain by Gumbinner Is Tops

NEW YORK, Feb. 19—A total of 51 agencies reported billings in the $10-25,000,000 bracket for 1958. This was equal to the total of 51 for 1957, but there were changes:

Ketchum, MacLeod & Grove jumped to the $25,000,000-plus category. Earle Ludgin & Co. and Charles W. Hoyt Inc. dropped into the $5-$10,000,000 category. So did Brooke, Smith, French & Dorrance, as AA revised its estimate of the agency's billings sharply downward. Morey, Humm & Warwick and Paris & Peart were involved in mergers.

Moving up into the $10-25,000,000 bracket for the first time were Knox Reeves, Klau-Van Pietersom-Dunlap, Rumrill Co., Kastor, Hilton, Chesley & Clifford and Guild, Bascom & Bonfigli.

▪ Nearly a third of the agencies in this category (15 of them) reported billings lower than in 1957; 26 improved their billings figure (as did, of course, the five agencies which moved up from a lower classification); and four agencies remained at their 1957 levels. Brooke, Smith, French & Dorrance was over-estimated at $23,000,000 last year and is estimated this year at $19,000,000, and does not figure in up-or-down performance.

For 1957, eight agencies in the $10-25,000,000 bracket managed to bill better than $20,000,000. Only four made that top flight in 1958, led by Doherty, Clifford, Steers & Shenfield with $23,200,000.

▪ Most spectacular gainer among the 51 agencies in the bracket was non-merging Lawrence C. Gumbinner, which tacked $5,800,000 onto its 1957 figure of $12,000,000. W. B. Doner, involved in a merger with Peck, ran all the way from $10,800,000 to $18,600,000. Geoffrey Wade's performance was impressive, advancing sharply from $14,900,000 (a revised figure from the $11,700,000 originally reported for 1957) to $18,800,000. North Advertising had a fine year, climbing from $11,000,000 to $15,000,000.

L. W. Frohlich was well ahead, advancing from $12,500,000 (a figure revised from the $10,500,000 originally reported for 1957) to an even $15,000,000. Honig-Cooper had an excellent year, going from $9,800,000 (originally reported as $10,100,000) to $13;700,000. Lambert & Feasley was well ahead of its 1957 total of $10,100,000, with a 1958 report of $12,900,000.

Individual performances in 1958 follow:

Burke Dowling Adams Inc., New York, billed $13,000,000 in 1958 as compared with an even $10,000,000 in 1957.

The agency lost Studebaker-Packard, effective last October, to D'Arcy. The switch came at the end of a management agreement Studebaker had with Curtiss-Wright Corp., a long-time Burke Dowling Adams client. Studebaker, which included Mercedes-Benz advertising, represented between $5,000,000 and $6,000,000 in billings. The agency also lost Dixie Products. It gained the government of Haiti, West Penn Electric System and Foster-Grant Inc.

In January, 1958, the agency absorbed J. Howard Allison & Co., an Atlanta agency. It was involved for some time in merger conversations with Calkins & Holden, but the deal fell through.

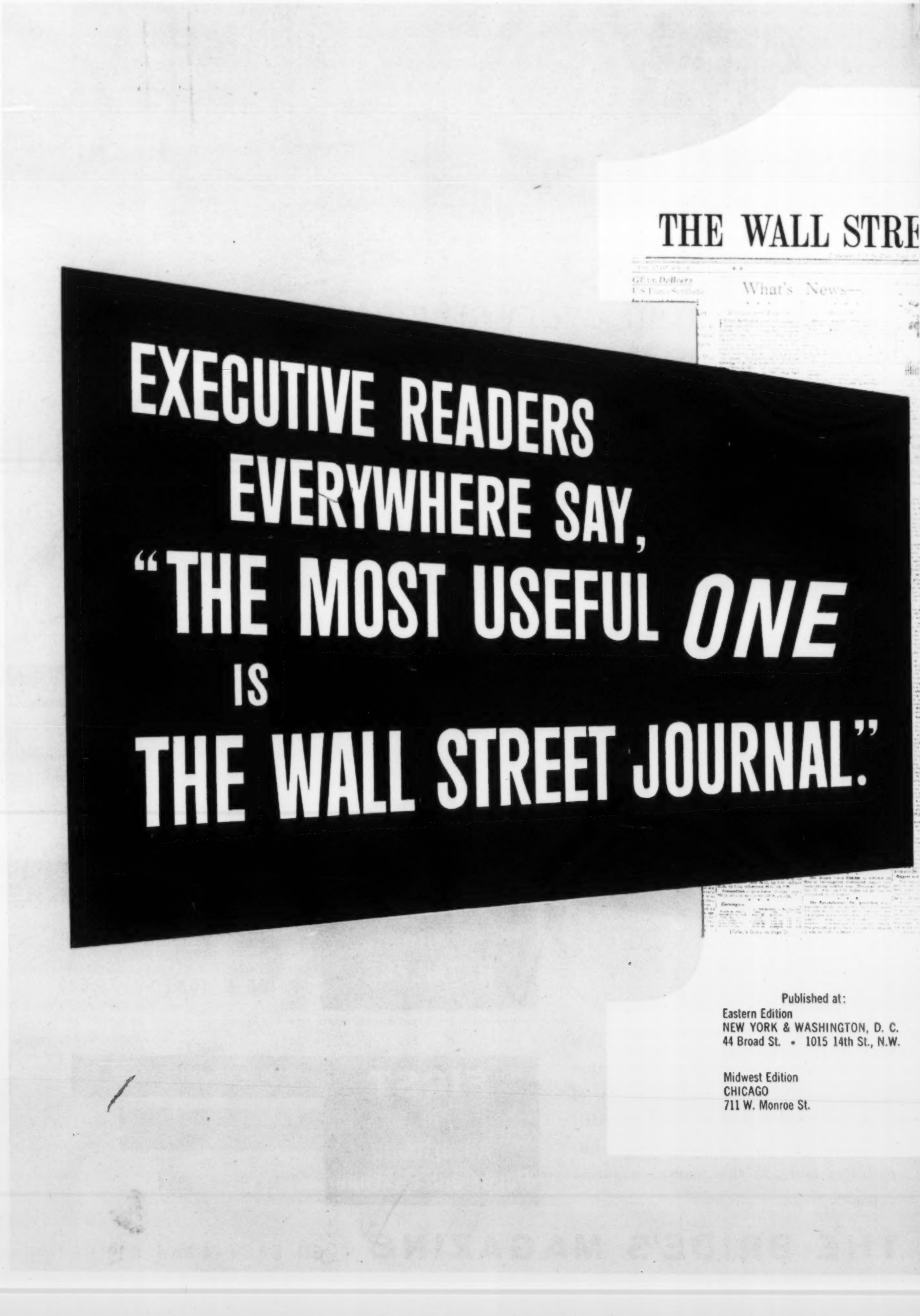
One result was the resignation from C&H of M. E. (Mike) Carlock, who was vice-chairman of that agency. Mr. Carlock joined BDA's New York office as board chairman.

Billings in 1957 were invested "predominantly in newspapers." The agency employs 118 persons in three offices. It expects 1959 volume to decline by 10%.

G. M. Basford Co., New York, billed $13,900,000 in 1958, compared with $14,100,000 in 1957. The agency added Macomber Inc., Permatex Corp., Dorr-Oliver Co., Simes Co., Carlon Products, Titeflex Inc. (January, 1959), and Teletypesetter Corp. of Fairchild Camera & Instrument. Basford lost R. Hoe & Co., Shulton's industrial chemicals, Cleveland, Sun Chemical's Warwick Wax and Rutherford Machinery subsidiaries; General Printing Corp. of Canada, A. C. Horn Co. Ltd., National Distillers' feed products supplements, Chicago Molded Products and York Corp.'s engineered machinery division. Basford last year affiliated with Intam Ltd., London, a subsidiary of the London Press Exchange, to provide clients with worldwide marketing facilities. Basford employs 167 persons in two offices.

Doyle Dane Bernbach, New York, billed $22,000,000 in 1958 as compared with $20,176,091 in 1957.

The agency gained Benson & Hedges cigarets from Philip Morris & Co., Thom McAn shoes, Northam Warren Corp.'s Cutex and Peggy Sage lipsticks and nail



Published at:
Eastern Edition
NEW YORK & WASHINGTON, D. C.
44 Broad St. • 1015 14th St., N.W.

Midwest Edition
CHICAGO
711 W. Monroe St.

polishes and Odorono, Great Western Savings & Loan Assn., Holly Sugar Corp., West End Brewing Co. (effective January, 1959) and the Lane Co. (effective January, 1959). Benson & Hedges billed about $400,000; Thom McAn about $900,000 and Northam Warren $2,000,000.

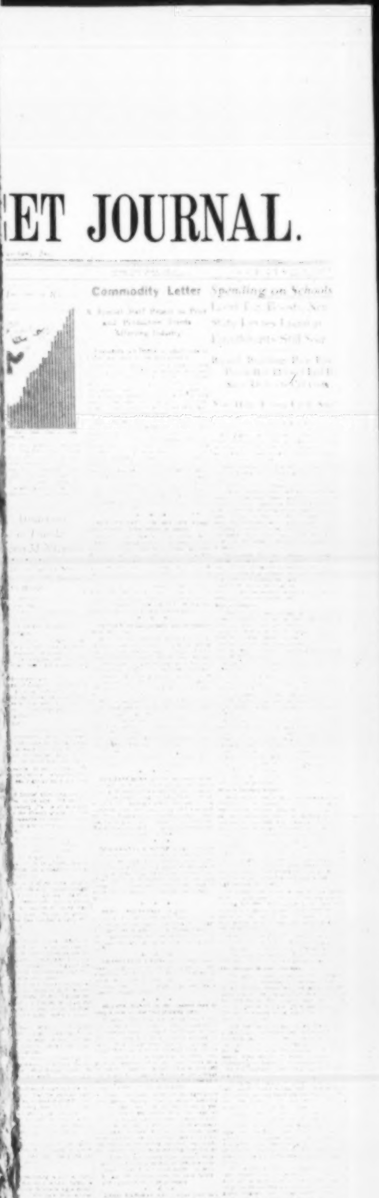
The agency resigned Regal Shoe (about $200,000), ended its Max Factor arrangement, a $3,000,000 account, by mutual arrangement and lost Babbitt's Glim.

In October, Doyle Dane opened a Chicago office directed by Fred Klein, former vp with Earle Ludgin & Co. Billings were invested as follows: 19.8% in newspapers; 20.7% in magazines; 37.4% in radio and television; 3% in transit and outdoor; 3.6% in business papers and 15.5% in other media. The agency employs 247 persons in three offices and predicts a 10% gain in 1959 volume.

Gordon Best Co., Chicago, billed $10,000,000 in 1958, the same figure as in 1957. The agency added Helene Curtis' Shampoo Plus Egg, Campana Italian Balm, W. S. Straub's Lake Shore honey and the Edgewater Beach Hotel. It lost Consolidated Royal Chemical Corp. and Krank's Shave Kreem. The agency employs 90 persons in one office. It expects billings to be "up" in 1959.

Bozell & Jacobs Inc., Omaha, billed $17,500,000 in 1958, compared with $18,125,000 in 1957. The agency added Parkersburg Rig & Reel Co., Lan-O-Sheen, Standard Financial Corp., Pacific Northwest Pipeline Corp., Omar Inc., Turtle Wax-Plastone Co. and the Alaska Visitors Assn. It lost Northwestern Drug Co., Packard-Bell Electronics (Northwest division) and the hosiery division of Munsingwear Inc. Bozell & Jacobs employs 208 persons in 12 offices. It expects 1959 volume to advance 5% or 10%.

Buchen Co., Chicago, billed "around $10,000,000" in 1958, as compared with $10,300,000 in 1957. Last year the agency gained the $1,000,000 plumbing and heating division of the Crane Co. (added in December), the $500,000 Cast Iron Pipe Research Assn. account, Ilg Electric Ventilating Co. and the *Chicago Sun-Times*. Buchen lost Fairbanks, Morse, worth between $700,000 and $800,000 in billings, Edward Hines Lumber Co. ($200,000 in billings), Dearborn Chemical Co. ($100,000 in billings), Cherry-Burrell Corp., and Conn Organ Co. Walther Buchen, who founded the agency 35 years ago, retired in January, turning control over to John M. McDonald, who moved up from first senior vp to board chairman; Leon Morgan, who advanced from senior vp and treasurer to president; Joseph H. Caro, former senior vp who became vp and treasurer; and Walter H. Baers, vp and secretary. Buchen, with about 130 persons, expects 1959 billings to be "about $12,000,000."



SO,
SMART ADVERTISERS
NOW INSIST,
"LET'S USE
'THE
MOST USEFUL
ONE' MOST!"

DO YOU?

Southwest Edition
DALLAS
911 Young St.

Pacific Coast Edition
SAN FRANCISCO
1540 Market St.

There are

6

French-speaking
Farm Markets
in Canada . . .
and Only

La FERME

Covers all six!

In addition to its extensive coverage of the Province of Quebec French farm market, La FERME also covers the important fast-developing French-speaking farm areas in New Brunswick, Ontario, Manitoba, Saskatchewan and Alberta. The French-speaking farmer and his family in these prosperous areas look to La FERME for news from 'home,' authoritative articles on agriculture and items of interest to the homemaker . . . all in their mother tongue. The most effective, economical way to sell these French-speaking families is through La FERME . . . the **one medium** that will deliver your message to **all six** markets!

The readership trend is definitely to La FERME . . . over 50,000 (ABC) circulation increase since 1954 compared to less than 4,000 by second publication in same period.

Guaranteed Circulation
175,000

Obtained through direct mail—no agents—no newsstand sales—no arrears.

Still only $1.60 per line

Ask about La FERME'S plan combining magazine and direct mail advertising.

La FERME

Robert Raynauld, BA., M. S. A.
Editor-Publisher

National Advertising Representatives

Toronto
George O'Brien
47 Dundonald St.,
WA. 2-9147

Montreal
Mel T. Horning
909 Mount Royal Ave., E.
LA. 6-3327

SIOUX CITY NEWSPAPERS
Sioux City Journal-Tribune
The Sioux City Journal
Sioux City Sunday Journal
DICK TRACY

Ads Sell More in Sioux City!

Productive advertising starts with a productive market . . . and Sioux City's Billion-Dollar Siouxland Market is right on top of the list. Want sales results from your advertising? . . . Then be sure your schedule includes Sioux City, Iowa.

LOOK WHAT'S HAPPENING IN SIOUX CITY

RETAIL SALES UP 14%
CONSTRUCTION UP 16%
BANK CLEARINGS UP 24%
LIVESTOCK RECEIPTS UP 20%
. . year 1958 compared to 1957

When it comes to selling Siouxland's 833,600 people with their $1,208,310,000 effective buying income . . . Nothing does it like the Sioux City daily newspapers! Sioux City's dailies give you 100% coverage of metropolitan Sioux City; 94% coverage of the 4 adjacent counties; 76% coverage of the 12 county primary market and dominant coverage of the entire 49 county Siouxland area.

The Sioux City Journal
JOURNAL-TRIBUNE
MORNING EVENING SUNDAY

FULL
R. O. P. COLOR
available for
maximum sales
impact

NATIONAL REPRESENTATIVES—JANN & KELLEY, INC.

Calkins & Holden (now Fletcher Richards, Calkins & Holden), New York, billed about $10,500,000 in 1958 (auditing was not yet completed), compared with $12,000,000 in 1957.

The agency added Doulton & Co., Stegmier Brewing, the Klopman Mills division of Burlington Industries, a piece of Skyway Luggage Co. and Office Appliances Co. It lost Parade Publications, Mueller Macaroni and Oakite Products.

■ Calkins & Holden merged last Aug. 1 with Seklemian & North, a four-year-old agency billing "about $4,000,000." Seklemian brought 25 accounts along, including a number of Japanese advertisers, retail promotion clients like Arrow shirts, Palm Beach clothes, Royal McBee's portable typewriter, Simmons mattresses and Sperry-Hutchinson green stamps.

A reported merger between Calkins and Burke Dowling Adams fell through later last year and M.E. (Mike) Carlock, vice-chairman of C&H, who had favored the merger, resigned and moved to Adams as board chairman. A later merger report involving Edward H. Weiss & Co. was denied, but in January, this year, C&H merged with Fletcher D. Richards, creating a shop with combined billings of $30,000,000.

Jack van Urk resigned as exec vp in December to open his own consulting company, and last month Edmund F. Johnstone, formerly partner and exec vp of Dowd, Redfield & Johnstone, joined C&H as vice-chairman. Agency billings were invested as follows: 30% in newspapers, 25% in magazines, 6% in supplements, 20% in radio and television, 13% in outdoor and 6% in business papers. The agency employs 120 persons in four offices.

Doherty, Clifford, Steers & Shenfield, New York, billed $23,200,000 in 1958, compared with $20,800,000 in 1957.

The agency added Ciba Pharmaceutical Products (non-prescription products), Eastman Chemical subsidiary of Eastman Kodak, Roche Laboratories' division of Hoffman-La Roche, new products of the Salada-Junket division of Salada-Shirriff-Horsey, C. F. Mueller's $500,000 macaroni account, Noxzema shave creams, Standard-Triumph's $750,000 account, and Calvert Distillers' Canadian Ten. The agency reported no account losses.

Doherty invested 57.2% of its billings in radio and television and 42.8% in all other media. It employs 231 persons in two offices and it expects 1959 volume to increase by 10%.

W. B. Doner & Co., Detroit, billed $18,600,000 in 1958. In 1957, Doner billed $10,800,000. Last October Doner merged with Peck Advertising, New York, which billed $6,500,000 in 1957. As a result of the combination, Peck's New York office became known as Doner & Peck, while the Doner offices in Detroit, Chicago, Milwaukee, Baltimore and Philadelphia continued as Doner & Co.

The agency reported the following account acquisitions last year: Penn Fruit Co. (radio and tv), Universal Canning's Tippie dog food, Wilen wines, C. F. Simonin & Sons (Yolanda oil), Venice Maid Co. (Italian food specialties), Station WBAL, Baltimore, Sears, Roebuck (Baltimore division—radio and tv), Caled Products (dry cleaning equipment), Gordon Baking, Clinton Engines and Bronte champagne and wines. An account loss was Turtle-Wax-Plastone Co., car and household wax maker, billing about $200,000.

Early last year, Doner opened a Philadelphia office with Murray Firestone, formerly with Ralph A. Hart Advertising, as exec vp in charge. Following the merger, Doner had six offices. Another result of the merger was the appointment of Harry Peck as chairman of the combined agency; the naming of Sidney Garfield (Peck) as president and chief executive officer; and the election of W. B. Doner as treasurer of Doner & Peck. Marvin H. Frank, previously head of Doner's Chicago and Milwaukee operations, was named secretary. James C. McDonough, formerly with Erwin Wasey, Ruthrauff & Ryan, joined the agency last fall as vp and creative director, a new post.

Billings were invested as follows: 10% in newspapers, 3% in magazines, 50% in television, 30% in radio, 2% in business papers, 2% in outdoor and 2% in transit advertising. The agency employs 182 persons in its six offices. It expects volume to gain about 10% this year.

Doremus & Co., New York,

WORCESTER'S
Billion
Dollar
Market
(E. B. I.)
is

SOLD

4 COLOR PROCESS NOW AVAILABLE
DAILY AND SUNDAY

Tell and Sell
with full color at its best—on the pages of the Telegram-Gazette reaching
91.9%* of Massachusetts' 2nd Market

* DAILY 162,449
SUNDAY 105,300

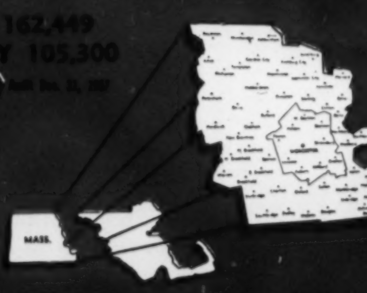
with
FULL
COLOR

You Can't Cover Massachusetts without The Worcester Telegram-Gazette

The Worcester
TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

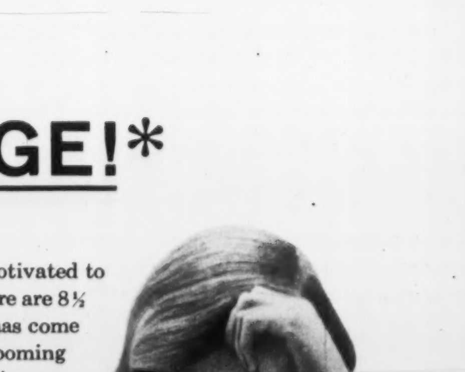


WHEN DOES A GIRL COME OF AGE ?

when she reaches the **MOTIVAGE!***

* The MOTIVAGE (between 13 and 20) is the age when girls are approaching womanhood and are most strongly motivated to express their individual tastes while acquiring lifetime buying habits. Any parent of a teen-age girl knows this. There are 8½ million of these girls in America today. With over $4 billion of their own money to spend, they're a market that has come of age in a great big way. Every year more than a million girls reach the MOTIVAGE and become part of the big, booming Teen Market. Naturally, they read SEVENTEEN — the magazine that reaches 3 out of 4 girls in this market within 3 issues.

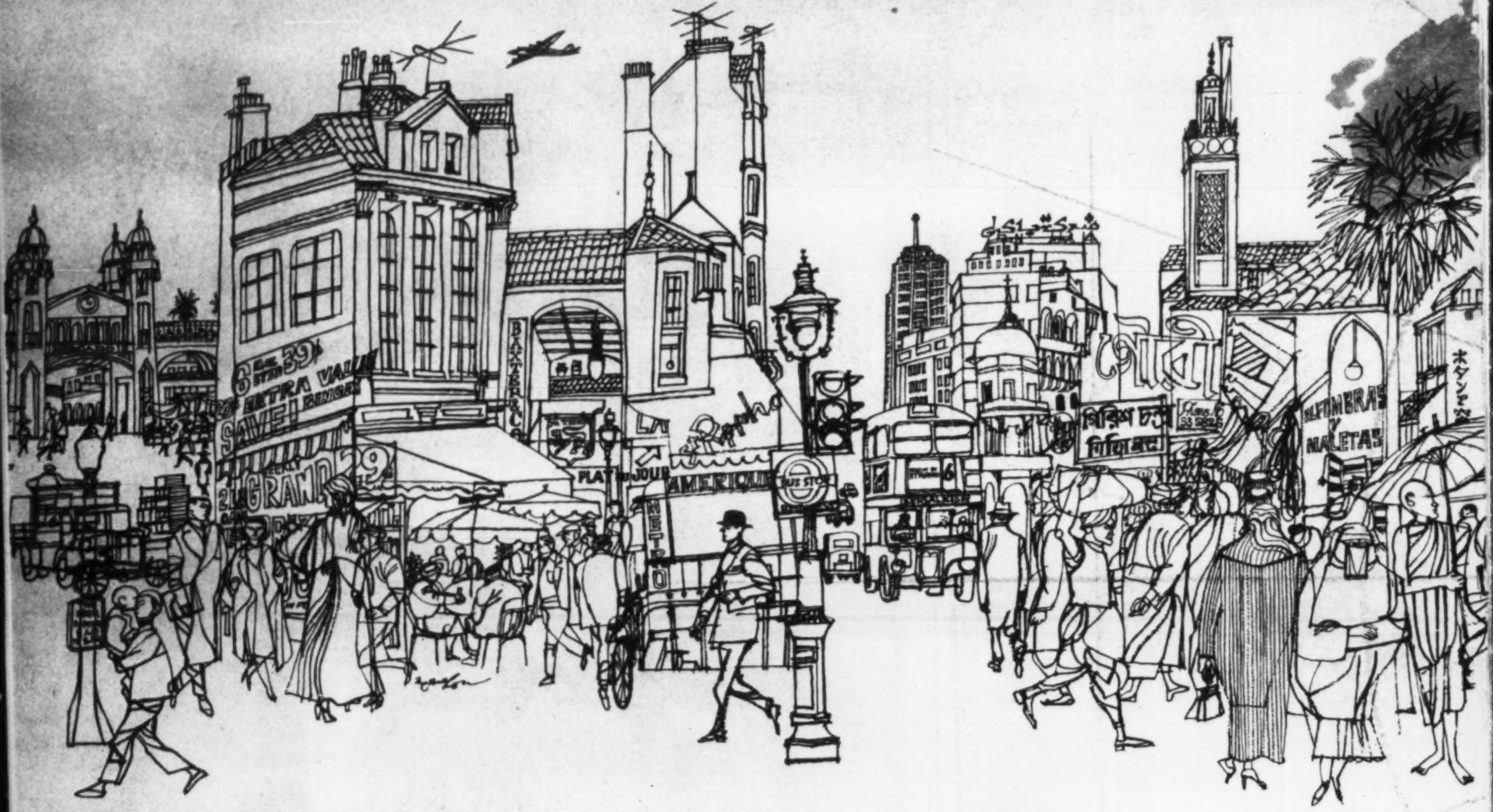
Why are teen-age girls so devoted to SEVENTEEN? Because SEVENTEEN is devoted to *them* — EXCLUSIVELY. No other magazine gives them such complete understanding and so much friendly guidance. Perhaps that's why no other advertising has such impact and influence as the messages appearing in SEVENTEEN.


buying habits start in... seventeen

it's easier to* START *a habit than to* STOP *one!

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School — only magazine of its kind — offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!



......the case against armchair advertising

Sell 'em where they LI

There's a lively realism to on-the-spot news reports, crackling over the wires from Berlin, Havana or Moscow, that no armchair feature story can match.

You can ditto that for on-the-spot advertising... whether you sell tractors to Brazilians, toothpaste to Moslems or soft drinks to New Yorkers.

The ad that's based on on-the-spot facts convinces best. And facts often differ as much between Dallas and Detroit as they do between Rio and Singapore!

At Grant we call this the "Sell 'em where they live" principle of advertising. And we work hard to make it work.

That's why Grant maintains forty-one offices in major markets around the world—nine in the United States alone.

It's why we prepare advertising in fifty-five languages and dialects. And why Grant people log almost a million miles of air travel per year . . . getting the on-the-spot facts that make advertising more effective.

All over the U.S., all over the world, Grant "sells 'em where they live". Perhaps we can sell them something for you?

VE!

Grant Advertising, Inc.

CHICAGO
DALLAS
DETROIT
HOLLYWOOD
MIAMI
NEW YORK
SAN FRANCISCO
SEATTLE
TAMPA
BANGKOK
BELO HORIZONTE
BOMBAY
BUENOS AIRES
BULAWAYO
CALCUTTA
CAPE TOWN
CARACAS
COLOMBO
DURBAN
HAVANA
HONG KONG
JOHANNESBURG
KARACHI
LIMA
LONDON
MADRAS
MANILA
MEXICO CITY
MONTERREY
MONTEVIDEO
MONTREAL
NASSAU
NEW DELHI
PANAMA
PORTO ALEGRE
RIO DE JANEIRO
SALISBURY
SANTIAGO
SAO PAULO
SINGAPORE
TORONTO

When you advertise in The Financial Post, you advertise selectively and effectively. You advertise economically because your message goes where you want it to go . . . without wastage . . . where it counts. You reach, influence and sell Canada's biggest buyers.

The Financial Post
481 University Avenue, Toronto 2
1242 Peel Street, Montreal 2

Canada's foremost business newspaper

billed an estimated $15,000,000 in 1958, which was the figure it reported for 1957. There were no major account gains or losses during the year. Doremus put 60% of its billings into newspapers; 20% into magazines; 10% into radio and television and 10% into business publications. The agency employs 195 persons in five offices. It expects 1959 business to "show a healthy increase."

Dowd, Redfield & Johnstone Inc., New York, billed $12,000,000 in 1958 as compared with $14,500,000 in 1957.

The agency gained Alitalia Airlines, Gillette (new products), Lanvin Parfums and United Shoe Machinery. The Mission soft drink account, which left the agency last May 1, returned to Dowd on Oct. 1. The agency lost S. W. Farber (utensils), Andrea Radio and Revlon's Silicaire, Sun Bath, Baby Silicaire, High Gloss and Thin-Down. It resigned Grove Laboratories.

In December, Edmund F. Johnstone resigned as exec vp of the agency and later joined Calkins & Holden as vice-chairman. Phyllis Cunnyngham, drug division group head, moved to Kastor, Hilton, Chesley & Clifford in October.

Dowd billings were invested as follows: 36% in newspapers, 15% in magazines, 32% in radio and television, 5% in business publications, 2% in transit advertising and 10% in mechanical and film production. Dowd employs 110 persons in two offices. It expects a 10% increase in 1959 volume.

Ellington & Co., New York, billed $14,000,000 in 1958 as compared with $15,100,000 in 1957. The agency attributed the decline "to decreased budgets in several instances."

Ellington added Cabin Crafts' floor covering division; Pharmaco's Control 24 cold tablets, Inhiston, Imra, Saraka and Surgi-Cream, Kruger Brewing's Holsten lager beer, the magazine portion of Cunard Line and Stroehmann Baking Co. It lost American Standard's air conditioning division. The agency notified about 12 top-bracket executives of "temporary cuts" in salaries during the last quarter of '58 to "offset rising costs in the last quarter and to protect its contribution to the employe pension fund." Ellington employs 170 persons in two offices. It expects a 10% gain in 1959 volume.

Fitzgerald Advertising Agency, New Orleans, billed an estimated $12,000,000 in 1958, compared with $14,000,000 in 1957.

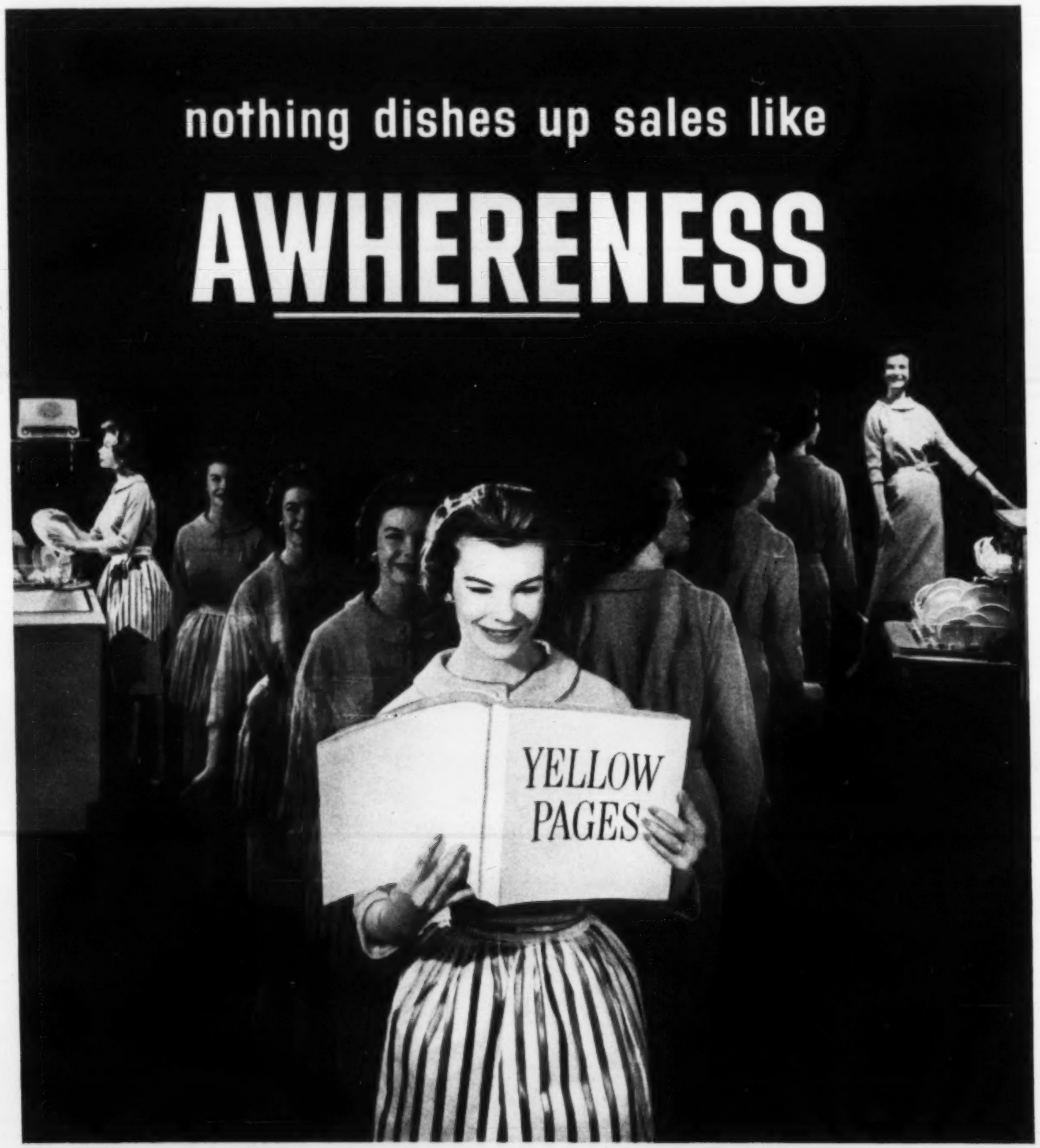
The agency added Brown Velvet Dairy Products in January, 1958, then in June, August and September gained Crossett Chemical Co., National Bank of Commerce (New Orleans), Fant Milling Co., Gladiola Biscuit Co. and Crossett Lumber Co. It lost Wembly Inc. (neckwear) and resigned the Pioneer Flower Co. Fitzgerald invests an estimated 60% of its billings in radio and television. The agency employs 110 persons in two offices (a Dallas office was opened last July).

Albert Frank-Guenther Law Inc., New York, billed $16,121,981, including $2,855,722 in capitalized fees, in 1958. The comparable figures in 1957 were $14,830,100 and $1,826,766. The agency gained the First National City Bank (travelers' checks), One William Street Fund and Paine, Webber, Jackson & Curtis. It lost West Penn Electric System, an account billing about $500,000, effective last Jan. 1. Frank J. Reynolds, president of the agency, died last February and was succeeded by Howard W. Calkins, who also continued as board chairman. Albert Frank employs 199 persons in six offices and expects its 1959 volume to advance 10%.

L. W. Frohlich & Co., New York, billed an estimated $15,000,000 in 1958—a record high for this agency, which specializes in ethical drug advertising. The agency's 1957 billings were underestimated last year at $10,500,000; the actual total was closer to $12,500,000.

A substantial part of the increased billings resulted from additional business from old clients. Foreign business, now conducted in offices in Frankfurt, London and Mexico City and via affiliated agencies throughout the world, increased 80% last year. The agency has established a unique market research service covering prescription drug sales in Central Europe.

During the year Johnson & Johnson assigned Liquiprin and other new products to the agency and Helena Rubenstein Inc. ap-

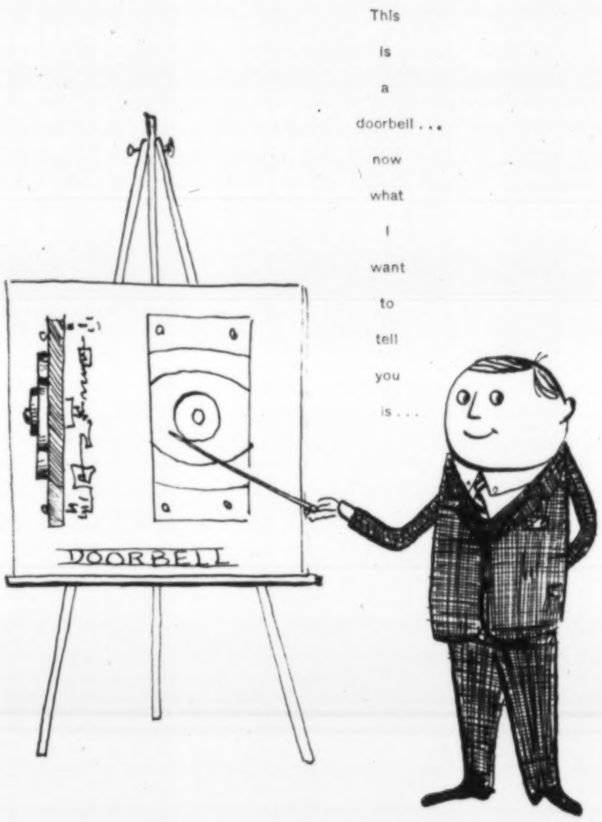

nothing dishes up sales like
AWHERENESS
YELLOW PAGES

...and nothing builds AWHERENESS like the Yellow Pages

Whatever you sell, wherever it's sold, nothing directs prospects your way like AWHERENESS! And nothing builds AWHERENESS like the Yellow Pages—the buyers' guide that tells your prospects where to find your product or service. For the manufacturer of brand-name products, Trade Mark Service in the Yellow Pages makes prospects aware of his local outlets. For the local business man, Yellow Pages advertising makes the community aware of the products and services he offers.

The Yellow Pages man will help plan an AWHERENESS sales program for your needs. Call him at your Bell Telephone Business Office.

YELLOW PAGES


This is a doorbell . . . now what I want to tell you is . . .
DOORBELL

How to ring 6,000,000 doorbells

Ring the nearly 6,000,000 doorbells of First 3's reader families as the vital first step in ringing up new sales records in the 3 top markets of New York, Chicago and Philadelphia—where the pre-selling of millions of heavy-spending customers through advertising combines with the mass sales volume of giant self-service super markets to account for nearly 1/5 of all U.S. Food and Grocery product sales.

In these concentrated, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, there is no substitute for FIRST 3 MARKETS' dominant 62% coverage of all families.

Further, in 264 Industrial North and East counties—where 27% of total U.S. families consume over 29% of the nation's grocery product purchases—FIRST 3 MARKETS GROUP delivers an audience of 51% of all families.

To make your advertising sell more where more is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH
FIRST 3
MARKETS GROUP
ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • **CHICAGO** 11, Ill., Tribune Tower, SUperior 7-0043 • **SAN FRANCISCO** 4, Calif., 155 Montgomery Street, GArfield 1-7946 • **LOS ANGELES** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

RETAIL SALES?

$946 million in Georgia's money belt

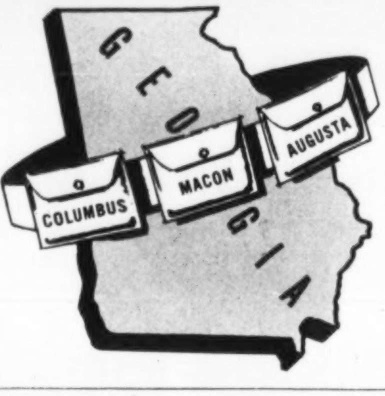
Cash registers are ringing up sales at the rate of $946 million in the Augusta-Columbus-Macon trading area. Penetrate this 60-county market with this 3 paper combination buy that gives you savings to 10% on each ten thousand lines.

For **impact** in the Peach State, it's Atlanta **plus**

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**



pointed the agency to handle consumer and medical advertising of its hormone cream products; no accounts were lost. The agency employs 350 people—50 in the three foreign offices—and expects 1959 to show "further gains."

Gardner Advertising Co. and **Paris & Peart.** These agencies are reported in this bracket for the last time. Their combined billing is around $33,300,000. Gardner Advertising Co. billed $23,100,000 in 1958, up from $22,000,000 in 1957. Paris & Peart billed $10,200,000, down from its 1957 billings of $10,800,000. The merger was one of the largest of the year.

In 1958, Gardner added Arel Inc., Downtown in St. Louis, Goldfarb Arcadian Gardens, Grove Laboratories' No-Doz, Charles Gulden Inc., Lucky Tiger, National Car Rental System, Purchasers' Insurance Plan and Romanoff Caviar Co. Paris & Peart lost Re-Dan Packing Co.'s Cadet dog food, Joe Lowe Corp. (Popsicle), and *Woman's Day*.

In the merger Charles E. Claggett became president of the combined agency, Elmer G. Marshutz chairman, John A. H. Rehm, president of P&P, vice-chairman of the board of Gardner and chief executive officer in the New York office. William F. James, account executive on Great Atlantic & Pacific Tea Co., moved up to exec vp of P&P earlier. The Gardner board was enlarged to nine members, with the election of David P. Ferriss and Warren Kratky, both vps and account supervisors.

The media billings breakdown is presented here for both agencies and the combined agency:

	Gardner	P&P	Total
newspapers	10.4%	25.1%	14.8%
magazines	21.6%	26.2%	22.8%
outdoor	5.2%	1.6%	4.2%
radio	14.8%	16.8%	15.3%
television	39.0%	12.6%	31.7%
production	9.0%	13.9%	10.4%
other	—	2.8%	0.8%

The agency has 365 employes, 250 in St. Louis (which will continue to be headquarters) and 115 in two New York offices. It is estimated that volume for the combined agency will be 7% higher in 1959.

Geyer Advertising (which merged with Morey, Humm & Warwick and became Geyer, Morey & Ballard on Jan. 1, 1959), New York, billed an estimated $21,100,000 in 1958. In 1957 Geyer Advertising billed $19,000,000.

The agency last year gained International Swimming Pool Corp. and Inland Homes Corp. No major accounts were lost.

Last April, Emerson Foote left the agency after seven months as board chairman and returned to McCann-Erickson. B. B. (Pat) Geyer, founder of the agency, took over as chairman.

The new Geyer, Morey, Madden & Ballard shop, an operation billing about $30,000,000, is headed by Mr. Geyer, Sylvester Morey, Edward D. Madden and Sam Ballard.

Geyer invested about 40% of its billings in radio and television, 35 or 40% in newspapers and the remainder in magazines. The agency employs 293 persons in three offices.

Gray & Rogers, Philadelphia, billed $12,750,000 in 1958, as compared with a figure of $12,046,000 in 1957. In the agency billings issue a year ago, Gray & Rogers reported $12,275,000 for 1957, so the new figure for that year represents a revision. In 1958, the agency added the R & IE division of I-T-E Circuit Breaker Co., Wilcolator Corp., Fidelity Union Trust Co. (Newark), S. L. Allen Co., American Institute of Laundering (public relations and publicity), *TV Guide*, G.E. Laboratories, Heyer Industries, the Gabriel Co. and Scheidt Brewing Co. The agency reported the loss of one major account, Amchem Products. Gray & Rogers, with 14 partners, all active, employs 158 persons in two offices. It expects 1959 billings will be $13,350,000.

Griswold-Eshleman Co., Cleveland, billed about $10,050,000 in 1958, as compared with $10,551,000 in 1957. The 1957 figure has been revised from the $10,200,000 total given by the agency at this time last year.

The agency added Lamson & Sessions Co., American Manganese Steel division, American Brake Shoe Co., Master Builders Co. and Malta Mfg. Co. It lost National-Standard Co. and Perfection Industries.

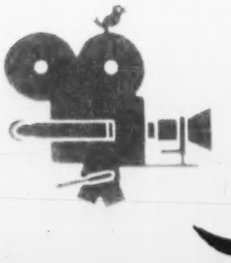
New clients added "something over $1,000,000 on an annual basis." The decline in over-all volume last year was attributed to the recession, which caused reductions among "many of the appro-

large billing or small...

you can afford
only the best.
sarra's permanent
staffs of creative
visual experts
give you and your
clients assurance
of top quality in
television commercials
and photographic
illustrations.

a cross section of some of our current customers—

J. Walter Thompson Company
Kelly, Nason, Incorporated
Leo Burnett Company, Inc.
Lake-Spiro-Shurman, Inc.
Young & Rubicam, Inc.
Earle Ludgin & Company
Benton & Bowles, Inc.
Fletcher D. Richards, Inc.
Ketchum, MacLeod & Grove, Inc.
Campbell-Mithun, Incorporated
Donahue & Coe, Inc.
Kenyon & Eckhardt, Inc.
Reach, McClinton & Co., Inc.
Gardner Advertising Co.
Hill & Knowlton, Inc.
Dancer-Fitzgerald-Sample, Inc.
Bonsib, Inc.
Mumm, Mullay and Nichols, Inc.
McCann-Erickson, Incorporated
Ogilvy, Benson & Mather, Inc.
Prince & Company, Inc.
N. W. Ayer & Son, Inc.
Cockfield, Brown & Company Limited
Foote, Cone & Belding
Riedl and Freede, Inc.
Compton Advertising, Inc.
Cohen & Aleshire, Inc.
Needham, Louis and Brorby, Inc.
Henderson Advertising Agency, Inc.
Tatham-Laird, Inc.
Rollman Advertising Agency, Inc.
Lennen & Newell, Inc.
Torobin Advertising Limited
H. W. Kastor & Sons Advertising Co., Inc.
Fitzgerald Advertising Agency, Inc.
MacFarland, Aveyard & Company
Erwin Wasey, Ruthrauff & Ryan, Inc.
F. H. Hayhurst Co. Limited
Sullivan, Stauffer, Colwell & Bayles, Inc.
The Ralph Allum Company, Inc.
Kudner Agency, Inc.
McKim Advertising Limited
Don Kemper Company, Inc.



SARRA INC

Specialists in Visual Selling

NEW YORK: 200 East 56th Street • **CHICAGO:** 16 East Ontario Street

TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION • MOTION PICTURES • SOUND SLIDE FILMS

Boy on the Business End...

That's what the new generation means. Business. Business in the way they buy. New business for the advertisers who sell them. And that's the best business —business that builds new customers from new markets—like the boy market—new, big, loaded with prospects. It's the biggest market in America today and BOYS' LIFE is the business end of it.

BOYS' LIFE 1,815,972 NET PAID

The Magazine That Reaches The NEW GENERATION Published By The Boy Scouts of America priations which we administer." In October, the agency affiliated with Willis Advertising, Toronto, to serve clients with Canadian markets.

Top personnel change in 1958 was the election in March of Jonathan F. Davis, previously secretary-treasurer, to board chairman of the agency. Kenneth W. Akers, former chairman, was named honorary chairman. Mr. Davis continued as treasurer while Louis F. Ruf, previously office manager, moved up to secretary. T. R. Meredith, market development director, resigned to join Batten, Barton, Durstine & Osborn, New York, as media supervisor on Du Pont. The agency employs 95 persons in one office. It expects that 1959 volume "might be 10% ahead" of 1958.

Guild, Bascom & Bonfigli, San Francisco, is another newcomer to the $10,000,000-and-up ranks, having billed $10,227,515 in 1958, including $100,933 in capitalized fees. The agency reported a total of $8,143,815 in 1957, including $128,593 in capitalized fees.

Guild added Rival Packing Co., worth $1,000,000-plus in billing. It lost Breast O'Chicken Tuna, believed to have been spending at the rate of $400,000 recently. In September the agency added Richard D. Crisp, who headed a Chicago consulting company, as director of marketing. The move gave Guild a Chicago office.

The agency invested billings as follows: 8% in newspapers, 4% in magazines, 21% in radio, 61% in television, 4% in outdoor, 1% in business papers and 1% in transit advertising. Guild employs 88 persons in five offices. It expects a 15% advance in 1959 volume.

Lawrence C. Gumbinner Advertising, New York, billed $17,800,000 in 1958, as compared with an even $12,000,000 in 1957. The agency gained Famous Artists Schools, Gray Mfg. Co. and Whitehall Laboratories (Neet and other products being tested). Gumbinner reported no account loss. Last fall Julian P. Brodie left Lewin, Williams & Saylor to join Gumbinner as vp. Shortly after, the Gray Mfg. Co. (Audograph dictating equipment and Phonoaudograph telephone dictation systems) switched from Lewin to Gumbinner. The agency's billings went into media this way: 29% into newspapers, 39% into magazines, supplements and business papers, 30% into radio and television and 2% into other media. Gumbinner employs 135 persons in one office. It expects a "considerable" increase in volume in 1959.

Henri, Hurst & McDonald, Chicago, billed $12,000,000 in 1958, the same as in 1957.

Last March the agency opened an office in Toronto, operating under the name of Henri, Burley & McDonald. Domestically Henri, Hurst added Fairbanks, Morse, lost Ready-to-Bake Foods and Mercury Records and resigned several small accounts. Media breakdown was: newspapers 13%, general and farm magazines 44%, business papers 14%, outdoor and transit 1%, radio and television 15%, point of sale 5% and "other" (including production) 8%. The agency employs 100 persons and expects billings to rise 10% in 1959.

Honig-Cooper, Harrington & Miner, San Francisco, billed $13,700,000, including $300,000 in capitalized fees in 1958. The revised 1957 total was $9,800,000, including $200,000 in capitalized fees. Last year at this time, the agency reported 1957 billings at $10,075,000.

Honig acquired the Bank of California, Squirt, Western Pacific R.R., Farmer's Insurance Group, Schuckl & Co.'s Rancho Soup Co. and Sunnyvale Packing, and Woolite Inc. The latter account moved out after six months and the agency also lost Star-Kist tuna, billing about $1,500,000.

In March, Honig acquired the Dan B. Miner Co., Los Angeles, and added about $4,000,000 in billings. John C. Morse, president of Miner, became senior vp and head of southern California operations for Honig. In April, James Andrews and Sherman Slade, two West Coast executives of Cunningham & Walsh, joined Honig-Cooper; the former as marketing director, the latter as manager of the Los Angeles office. In May, Hugh A. Smith, Seattle marketing and pr consultant company, became an affiliate of the Honig-Cooper Seattle office.

In July, Eugene I. Harrington resigned as president of Fletcher D. Richards Inc., New York, to join Honig-Cooper as board chairman. The agency then became Honig-Cooper, Harrington & Miner. Four accounts and four executives followed Mr. Harrington out of Richards. The accounts were the Bank of California, Squirt, Western Pacific R.R. and Woolite (which subsequently moved to Charles W. Hoyt Co.).

Honig-Cooper put 28% of its billings into newspapers, 10% into magazines, 1% into supplements, 8% into radio, 45% into television, 2% into outdoor, 2% into business papers, 1% into farm publications, 1% into transit advertising and

VIDEOTAPE™*
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

SOMETHING MISSING

...LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

✓ Actually, total effective buying income of more than $2.9 billion
✓ More effective buying income than Maine, Vermont and New Hampshire
✓ Not covered by San Francisco and Los Angeles newspapers

• THE SACRAMENTO BEE
• THE MODESTO BEE
• THE FRESNO BEE

Newspapers from the salty ocean borders just don't get home to the folks in California's lush inland valley. Your printed message gets home to them most effectively in the three Bees. That's where your message belongs.

Data source: Sales Management's 1958 Copyrighted Survey

McCLATCHY NEWSPAPERS
National Representatives . . . O'Mara & Ormsbee

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Newsweek had more new advertisers in 1958 than any other newsweekly. Ask your agency why.

Newsweek
N
W
E
S

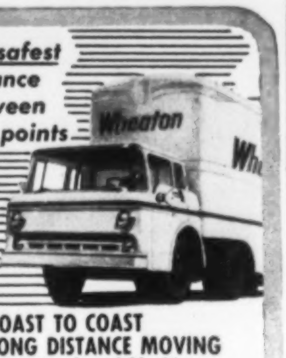
The *__different__* *newsweekly*
for communicative people

next time
you move
your
DISPLAYS
and
EXHIBITS
call

Wheaton
Van Lines Inc.

General Offices, Indianapolis, Ind.

The safest
distance
between
two points



COAST TO COAST
LONG DISTANCE MOVING
Courteous, dependable drivers
expert, careful handling
"on time" deliveries

over 500 Agents —
all principal cities

In the West
LYON

2% into other media. The agency employs 147 persons in three offices. It expects a 13% jump in 1959 volume.

Bryan Houston Inc., New York, billed $18,146,694 in 1958, compared with $14,300,000 in 1957. Last year the agency had $993,800 in capitalized fees as against $200,000 in 1957.

During the year it added Simplicity Pattern Co., Remington Rand International (Rollectric shaver, FourMost Electric shaver and Princess Electric shaver), Whitehall Laboratories' Soothol antacid wafers and E. C. DeWitt Co.'s Manzan.

When the Houston agency was launched in 1954, Colgate-Palmolive accounted for 80% of its billings. Last year saw the end of this client relationship: In June, Colgate switched its $4,000,000 Ajax account to McCann-Erickson and a month later Houston resigned the last pieces of Colgate: the $2,000,000 Cashmere Bouquet account and "The Big Payoff" (CBS-TV). In July, Houston announced that less than 5% of its '58 billings would be Colgate money. Its biggest accounts now are Whitehall Pharmacal and Nescafe.

The agency produced a 450-page reference work called "Major Coverage Study of Media & Markets" in 1958. It offered market information and coverage data for newspapers, Sunday supplements, magazines, radio and television in 700 cities.

Houston's billings were invested as follows: 20.1% in newspapers, 8.2% in magazines, 3.9% in radio, 60.1% in television, 1% in outdoor and 6.5% in other media. The agency employs 140 persons in one office. It expects 1959 volume to go up 15%.

Kastor, Hilton, Chesley, Clifford & Atherton, New York, billed $10,950,000 in 1958, compared with $8,900,000 in 1957. Last year, the agency reported $450,000 in capitalized fees; in 1957 the figure was $650,000.

Kastor, Hilton added the following accounts in 1958: American Molasses Co., Amstel American Corp., Chr. Bjelland & Co., H. C. Brill Co., Minute Maid Corp.'s Snow Crop division, Humphreys Medicine Co., National Selected Products, Seabrook Farms, Cox's fruits and vegetables in the Snow Crop division, Stop & Save Trading Stamp Corp., *New York Journal American*, *The American Weekly* and Thayer Laboratories (both beginning Jan. 1, 1959), Vermouth Industries of America, Democratic State Committee of New York, Democratic State Committee of New Jersey, Democratic State Committee of Pennsylvania, Smith Bros'. Smoker's Drops and A. S. Harrison Co. (Preen wax).

The agency lost Lanolin Plus, a $2,000,000 account, to Erwin Wasey, Ruthrauff & Ryan, and resigned the new products division of the Bon Ami Co. when Weiss & Geller was named to handle other Bon Ami business.

Last June 1, Kastor, Farrell, Chesley & Clifford merged with Hilton & Riggio to form Kastor, Hilton, Chesley & Clifford. The billings of Hilton & Riggio are reflected in the gain reported by Kastor in 1958 (plus about $1,500,000 in political billing for senatorial and gubernatorial elections). Last December, Kastor, Hilton merged with Atherton & Currier, and on Jan. 1, 1959, the agency became Kastor, Hilton, Chesley, Clifford & Atherton. The merger with Hilton was expected to make Kastor a $15,000,000 agency and the Atherton merger added about $3,000,000 to that total. Billings were invested as follows: 23% in newspapers, 5% in magazines, 3% in supplements, 20% in radio, 45% in television, 1% in outdoor, 1% in business papers, 1% in farm publications and 1% in transit advertising. The agency employs 110 persons in two offices. It expects 1959 volume to advance 35%.

Keyes, Madden & Jones (division of Russel M. Seeds Co.), Chicago, billed $18,371,090 in 1958, compared with $16,900,000 in 1957. The agency's 1958 total included $349,000 in capitalized fees.

Accounts gained last year were Congoleum-Nairn, Florists' Telegraph Delivery Assn. (billings about $1,700,000), Interflora, Duon Inc., Greater Miami Federal Savings & Loan, Mead Johnson's Bib line of fruit juices for babies, as well as all products in the Pablum division, Dr. West's push-button toothpaste, Montclair Laboratories' (division of Hoffman-La Roche) Pantene, a scalp and hair conditioner, and the Oral Roberts Evangelistic Assn., a $1,250,000 account (which followed Edward Madden to the new Geyer, Morey, Madden & Ballard in February, '59). New products or services gained were the franchising-merchandising package of Hopalong Cassidy, Francois Pope & Son's frozen foods and Jenkins Spirits' Reddy Made mixed drinks. Keyes, Madden lost Caruso Foods, Roselux Chemical Corp. and N. Dorman Co.

In December, the agency affiliated with Donahue & Coe, agreeing to service three Donahue accounts from Chicago. The accounts were National Presto Industries, Norge and York Corp. Keyes absorbed about 20 people from Donahue and the latter added about one-half of the New York staff of Keyes (about 12 persons), presumably to service part of Congoleum-Nairn.

Effective Jan. 1, 1959, Howard Jones moved up from exec vp to president of Keyes, Madden, thus

How to get more business right now:

"Me not call on the purchasing agent?
I gotta eat, don't I?"

Even the least experienced industrial salesmen quickly learn that they have to call on the P.A. And the "pros" have known it for years!

Your advertising *must* constantly support both the "freshman" and the "pro" by regularly calling on the purchasing agent just as they do. It's the P.A. who decides what share of the business you get, if any at all!

PURCHASING Magazine is the ONE magazine the P.A. reads thoroughly—because it's the ONLY magazine edited completely to his informational needs. The editorial material in PURCHASING tells the P.A. HOW to buy —the ads help him decide WHAT to buy. See this spelled out in our new slide film, "You and the Purchasing Revolution."

PURCHASING MAGAZINE
A CONOVER-MAST PUBLICATION
the methods and news magazine for industrial buyers
205 East 42nd Street, New York 17, New York

NBP BPA
This year some 625 advertisers are using PURCHASING Magazine to keep purchasing agents informed about their products. No other magazine in the field comes even close to this record.

Photo by Mansfield and Cox. Courtesy of Flower Grower, The Home Garden Magazine

The Chemical Engineer tends a 75,000,000-acre garden

Fertilizers, insecticides, seed and soil treating agents, weed killers... aids to the modern gardener created by the Chemical Engineer's technology.

The complex, multi-billion buying chemical process industries — from drugs and dyes to plastics and fertilizers — are tied together by their common dependence on chemical processes and techniques, similar equipment and raw material needs... and the ever-present chemical engineer who makes them work. He designs and builds the plants, develops the products and processes and makes them pay. Naturally his voice is heard at every point in the buying procedure.

You will find more than 46,000 chemical engineers twice as often in their own magazine — CHEMICAL ENGINEERING — preferred by a 3-to-1 margin among chemical engineers in all functions, in all industry. With the new, every-other-monday frequency, they're reading it more closely than ever before . . . Starch scores are up 11.3% for "noted" and 28.7% for "read most" . . . and inquiries are up 15.5% over 1957's monthly issues. CHEMICAL ENGINEERING, A McGraw-Hill Publication, 330 W. 42nd St., New York 36, N.Y.

Chemical Engineering

Published every other monday for Chemical Engineers in all functions

wouldn't advertising be wonderful
. . . if all markets were like LUBBOCK?
(TEXAS)

LUBBOCK is rich and ready
to spend . . . growing and growing . . .
and easy to reach through advertising
in the . . . LUBBOCK AVALANCHE-JOURNAL

Population's up
27.8% . . . and buying
income's up 29.2%
(SM, May 10, 1954–1958)

CIRCULATION OVER 66,000
Representing Daily Newspapers Only

WAYNE HENLY, ADV Director • LESTER M. HORNER, Gen. Adv. Mgr.
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

taking over from Edward D. Madden, who became vice-chairman of a new agency, Geyer, Morey, Madden & Ballard. Harry B. Goldsmith moved from senior vp to exec vp. E. Dean Landis switched from senior vp with the agency to midwest operations vp for Compton Advertising.

Last November, Keyes, Madden moved to protect its client, Raleigh cigarets, from being triple spotted in tv ads by attaching a restrictive rider to all existing and new station contracts. Keyes, Madden reported that 57% of its billings went into print media and 43% into broadcast. The agency employs 117 persons in four offices. It anticipates a 15% gain in 1959 volume.

Klau-Van Pietersom-Dunlap Inc., Milwaukee, billed above $10,000,000 for the first time, reporting a total of $10,013,685 for 1958. This figure included $2,100,998 in capitalized fees. In 1957 the agency billed $9,052,949, including $1,679,516 in fees. Originally, the agency reported 1957 billings at $9,337,799.

Klau added International Mineral & Chemicals Co., Pioneer Hi-Bred Corn, Barley Malt Institute and Gehl Bros. Mfg. Co. It lost the Brillion Iron Works and Giddings & Lewis Mfg. Co.

■ Last June, Critchfield & Co. became the Chicago office of Klau-Van Pietersom-Dunlap. All 23 Critchfield clients and 14 employes continued under the new arrangement. Critchfield's 1957 billings amounted to $2,157,927.

In October, L. Martin Krautter, formerly vp and general manager of the Chicago office of Maxon Inc., became exec vp in the Klau Chicago setup. Earlier in the year, the agency named Lyle C. Abbott to be vp in charge of its agricultural division and Augustine C. Collazo, previously with A. O. Smith International S.A., to be manager of its export division.

The agency's billings were invested as follows: 10.5% in newspapers, 70.8% in business papers and magazines, 13.5% in radio and television, 1.2% in outdoor and 4% in telephone directories. The agency employs 137 persons in two offices and it expects 1959 volume to exceed $12,000,000.

Knox Reeves Advertising Inc., Minneapolis, a newcomer to the $10,000,000-and-up bracket, billed $10,915,272 in 1958, including $419,877 in capitalized fees. The 1957 total was $9,416,599, including $243,356 in fees. Reeves originally reported 1957 billings as $9,403,383.

The agency added the Minneapolis Gas Co. and General Mills' Puffin refrigerated biscuit and several new products from old clients. The agency reported no major account losses.

Billings were invested as follows: 15.3% in newspapers, 20.8% in magazines, 0.9% in radio, 52.3% in television, 1.6% in outdoor and 9.1% in other media. Knox Reeves employs 115 persons in one office. It expects a 10% increase in 1959 volume.

Lambert & Feasley, New York, billed $12,970,900 in 1958, as compared with $10,107,900 in 1957. The agency has revised its 1957 total, which was originally reported as $10,108,003.

The agency added Warner-Lambert Pharmaceutical's Richard Hudnut products, DuBarry cosmetics, Sportsman toiletries, Fizzies and New Faces facial cleanser—in a move by the advertiser to centralize its products at its advertising subsidiary.

During the year, Lambert added James J. Flood, formerly with Grant Advertising, as vp and marketing director; Thomas F. Garbett, formerly with Anderson & Cairns, as account executive; Tomi Block, formerly with Dancer-Fitzgerald-Sample, as copy director; William J. McKenna Jr., formerly with Bryan Houston Inc., as creative director; and John Waite, last with C. J. LaRoche & Co., as vp and supervisor on cosmetic accounts.

Lambert & Feasley put 22.7% of its billings into newspapers, 20.5% into magazines, 7.7% into radio, 39.7% into television, 4.3% into outdoor and 5.1% into production. The agency employs 107 persons in one office. It expects 1959 volume to advance 25%.

C. J. LaRoche & Co., New York, billed $15,000,000 in 1958, compared with $12,980,169 in 1957.

The agency picked up Merck's agricultural health products and late in the year added Revlon's Sun Bath, Baby Silicaire and High Gloss. Earlier in 1958, Revlon moved its Satin Set out of LaRoche and assigned its Silken Net and Aqua-Spray to the agency. LaRoche also lost the Lane Co.

F. Kenneth Beirn, former president of Ruthrauff & Ryan and senior vp at Erwin Wasey, Ruthrauff & Ryan, was named president of LaRoche in January, 1958.

(hook, line)
(sinker)
To my Valentine

It Communicates!

He's too tongue-tied to say a word, but she understands him perfectly — even at that age. There's a lot of this same warm feeling in the regard which WOODlanders of all ages hold for *their* television station. It's apparent. You never hear, "What's on TV tonight?" You hear, "What's on WOOD tonight?" WOODlanders keep their sets tuned faithfully to WOOD-TV because it gives them the programs they want to see. And, with this deep sense of *communication* has developed a sense of confidence — in the station, its personalities and in the products they recommend. For this reason alone, everyone in Western Michigan is a WOODwatcher. For this reason, local advertisers place 8 times more business on WOOD-TV than on Western Michigan's other station.

Give your client a valentine. Put him on WOOD-TV. Your Katz man will work out the details.

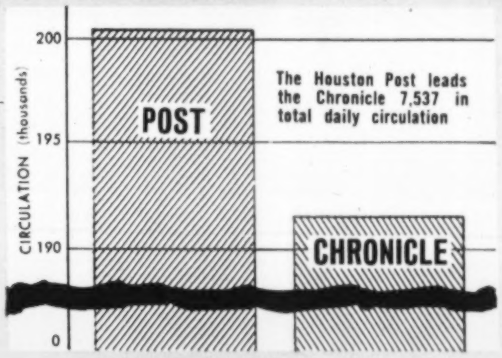
WOOD-TV is first — morning, noon, night, Monday through Sunday November '58 ARB Grand Rapids

WOOD-AM is first — morning, noon, night, Monday through Sunday - April '58 Pulse Grand Rapids

MUSKEGON
GRAND RAPIDS
LANSING
BATTLE CREEK
KALAMAZOO

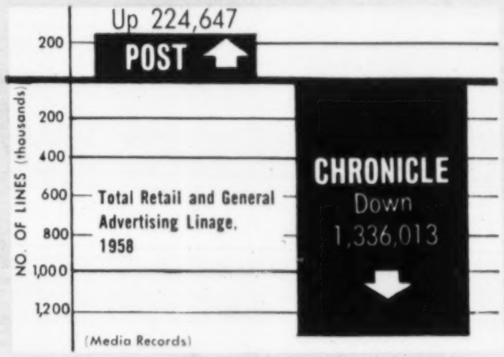
WOOD AM TV
WOODland Center, Grand Rapids, Michigan
WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC

new star in the Lone Star State— THE HOUSTON POST



1st in total daily circulation

The Post now leads the Houston Chronicle 7,537 in total daily circulation. The Post: 200,551; the Chronicle: 193,014. (ABC Audit Report, 12 months ending September 30, 1958).

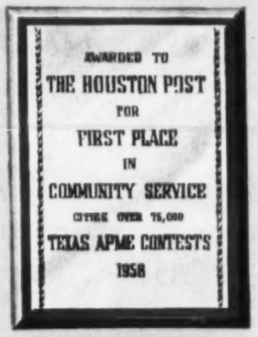


1st in linage gains

Both national advertisers and retail advertisers recognize The Houston Post as Houston's new leader. Last year total General Linage was up 18,274 lines; total Retail Linage jumped 206,376 lines. The two other Houston dailies sustained losses in both total General and total Retail Linage. The Post has led each year in advertising linage gains since 1953. Source: Media Records.

1st in editorial excellence

This year The Houston Post won the coveted Community Service Award and three other first prizes to lead all other Texas newspapers in top awards in the 1958 Texas Associated Press competition. This marked the eighth time in 11 years that The Post has been honored for community service in the contest.



AWARDED TO
THE HOUSTON POST
FOR
FIRST PLACE
IN
COMMUNITY SERVICE
CITIES OVER 75,000
TEXAS APME CONTESTS
1958

Today more people read The Post daily than any other Houston newspaper. Today more national and local advertisers pick The Post than ever before. Today for top quality coverage of the South's largest market it pays to pick The Post.

THE HOUSTON POST

Member of ABC

W. P. Hobby, *Chairman of the Board*

Oveta Culp Hobby, *President*

Represented Nationally by Moloney, Regan & Schmitt

A Technique for Producing IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

James D. Webb moved from president to board chairman and Mr. LaRoche became chairman of the executive committee while continuing as treasurer. Arthur White, formerly with Reddi-Wip Co., was named vp in charge of the LaRoche office in Hollywood last February.

The agency put 38% of its billings into radio and television, 49% into magazines and 18% into newspapers. It employs about 175 persons in two offices.

Al Paul Lefton Co., Philadelphia, billed $17,200,000 in 1958, compared with $17,000,000 in 1957. The agency last year gained B. Manischewitz, Union News and the electronic data processing division of RCA. It lost Great Western Producers (wine and champagne), the Adam Scheidt Brewing Co. (Prior and Valley Forge beers) and *TV Guide*. The agency employs about 250 persons in three offices. It anticipates a 5% gain in 1959 volume.

James Lovick & Co., Vancouver, billed $13,000,000 in 1958, the same total it reported for 1957. The agency gained the Alberta Government Telephone Co., Schick (Canada) Ltd. and T. Eaton Co. It lost Volkswagen Canada Ltd. Lovick opened a New York office last June 1.

The agency invested billings as follows: 37% in newspapers; 6% in magazines; 3% in supplements; 7% in radio; 18% in television; 14% in outdoor and 15% in printing and production. Lovick employs 185 persons in ten offices. It expects 1959 volume to be about the same as last year's.

Marsteller, Rickard, Gebhardt & Reed, Chicago, billed an estimated $10,900,000 as compared with an estimated $11,000,000 in 1957.

The agency gained the Steiner Co. division of American Linen Supply Co., Berkshire Chemicals, Brown trailer division of Clark Equipment Co., Crow's Hybrid Corn Co., De Laval Separator, Gulton Industries, parts of Union Asbestos & Rubber, and National-Standard Co. It resigned Niagara chemical division of Food Machinery & Chemical Corp. (effective at end of the spring, 1959, campaign). No account losses were reported.

The agency reported "many budget cuts" but added that the new accounts, most of which began billing in the second half of 1958, "about offset" the cuts. Fees for collateral services accounted for about 40% of Marsteller's billings. The remaining 60% went "predominantly" into business publications, farm publications, magazines and rural radio and television. The agency employs between 135 and 145 persons in four offices. It expects a 5 or 10% increase in 1959 billings from current accounts.

J. M. Mathes Inc., New York, billed $17,450,000 in 1958 as compared with $20,275,000 in 1957. The agency gained Burlington Industries' corporate advertising early in 1958, then in September added 11 Burlington divisions. The agency won the Volkswagen account, billing under $750,000, in March, 1958, and resigned it last December (effective next March 31) because of a "broad disagreement over advertising and promotion policies." Mathes got Chas. Pfizer's EEZ, an aerosol foot powder, and Whitehall Laboratories named it to handle a new, unidentified proprietary. It lost Drackett Co.'s Delete and Vanish when these products were sold to Drackett by the Judson Dunaway Corp. It also lost Northam Warren's Cutex, Peggy Sage and Odorono, a $2,000,000 account, after a nine-year association. In mid-year, the agency opened a branch office in San Francisco. Mathes employs 192 persons in two offices (the Chicago office has been closed) and expects 1959 volume to be "up."

William Douglas McAdams Inc., New York, billed an estimated $14,500,000 in 1958, up sharply from the $12,500,000 estimated for 1957.

The agency, a specialist in ethical drug advertising, added Roche Laboratories division of Hoffman-La Roche Inc. and handled substantially increased budgets for several clients. Pfizer Laboratories division of Chas. Pfizer & Co. was dropped at the end of the year, as was a major portion of the Ciba Pharmaceutical account.

The bulk of the agency's billings goes into medical journals and direct mail to physicians; special publications are also produced for clients. Dr. Joseph Gennis was appointed exec vp in March. The agency employs 230 people and looks for a 10% gain in volume in 1959.

when your target is the whole Boston Market
your best buy is
THE BOSTON GLOBE
because

The Globe goes into more homes, covers all occupational groups and reaches into every one of the 152 cities and towns in the Boston Trading Area.

HIT THE WHOLE MARKET
Hit the class market
Hit the mass market
in the newspaper
that delivers both

The Boston Globe
Morning • Evening
Sunday

Scolaro, Meeker & Scott, Inc.
Chicago, Detroit

Cresmer & Woodward, Inc.
New York, San Francisco, Los Angeles

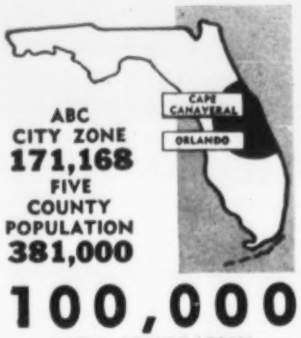
The Leonard Co.
Miami Beach, Florida

Solve the case of the hidden facts with **SURVEY SERVICE**

Let Western Union's Survey Service with trained personnel in 1671 offices get you today's facts for your marketing decisions. Just supply your questions, sample to be surveyed, tell us where and when. Survey Service gathers the information for your evaluation on anything from circulation verification to consumer buying habits . . . regionally or nationally. It's fast! Complete! Economical!

WIRE US COLLECT! We'll tell you how we can track down *your* hidden facts—no obligation, of course. Address: Western Union, Special Services Division, Dept 2-A, New York, New York.

WESTERN
UNION
Special Services
Division



Gateway to the MOON

ABC CITY ZONE 171,168
FIVE COUNTY POPULATION 381,000

100,000 DAILY CIRCULATION

Orlando Sentinel-Star
ASK BRANHAM

Orlando Retail Sales to Nov. 1: $240,371,000

104 Pct. Greater Than Fla. Avg.

149 Pct. Greater Than National Avg.

From Sales Management

McKim Advertising Ltd., Toronto, billed an estimated $13,275,000 in 1958, as compared with $11,250,000 in 1957.

The agency added Bristol/Britannia Aeroplanes, Scotch Whisky Assn., Canadian Marconi Co., Junket Co., White Horse Distillers, General Foods (Maxwell House regular, Baker's chocolate products, Instant Sanka, Instant Postum and Certo and Certo crystals). The agency lost Carling's Black Label lager, which billed between $350,000 and $600,000, Reynolds Aluminum, L. E. Waterman Co., Hygrade Food Products, Reckitt & Colman and the Manitoba Tourist Bureau. The agency employs 244 persons in four offices.

Meldrum & Fewsmith Inc., Cleveland, billed $10,486,000 in 1958, including $4,943,723 in capitalized fees. In 1957, the agency reported total billings of $10,930,000, including $4,047,724 in fees. Accounts gained were portions of Ohio Power Co. and Wheeling Electric Co., both subsidiaries of American Gas & Electric Co., and Parker-Hannifin Corp. and Central Soya Co. Meldrum lost F. E. Myers & Brother Co. In June, Herbert W. Cooper, senior vp and creative director, was named exec vp. The agency did not report on media used in 1958. It said it employs 120 persons in two offices and estimated 1959 volume as 20% ahead of 1958.

Emil Mogul Co. (now Mogul, Lewin, Williams & Saylor), New York, billed $11,105,000 in 1958, including $1,257,000 in capitalized fees, as compared with a total of $10,196,000, including $2,146,000 in capitalized fees, in 1957.

The agency gained Regal Shoe, billing "less than $200,000," Howard Clothes and Breakstone Products. In May, Revlon Inc. pulled Clear-O-Dan dandruff remover shampoo, Silken Net and Aqua-Spray Mist out of Mogul and assigned them elsewhere. Revlon then assigned Satin Set, Spray Mist, lotions and deodorant products to Mogul. The transfers reportedly netted Mogul $1,800,000 in Revlon business.

Last fall, the agency introduced a new research tool to measure advertising effectiveness. It was called PSI (Product Semantic Indices) and it involved questioning respondents in terms of polar opposites.

■ In November, Mogul merged with Lewin, Williams & Saylor and formed Mogul, Lewin, Williams & Saylor. The merger, effective Jan. 1, 1959, was described as creating a $20,000,000 agency. Lewin, Williams & Saylor billed $6,900,000 in 1957. It opened 1958 by losing Nestle-Lemur's Mavis and Djer-Kiss talcums and perfumes and Omega Watch Co. It subsequently gained Wohl Shoe Co.

Julian P. Brodie, exec vp at Lewin, left last fall to join Lawrence C. Gumbinner Advertising. He was followed there by Gray Mfg. Co. In Mogul, Lewin, Williams & Saylor, A. W. Lewin is chairman and Emil Mogul is president and chief executive.

Emil Mogul Co.'s billings were invested as follows: 20.6% in newspapers, 7% in magazines, 22.6% in radio, 46.4% in television, 0.1% in outdoor, 2.6% in business papers, 0.1% in transit advertising and 0.6% in point of sale. The agency employs 132 persons in one office.

North Advertising Inc., Chicago, which merged with Alfred J. Silberstein, Bert Goldsmith Inc. in December, billed a combined $15,000,000 in 1958. In 1957, the North shop reported $11,000,000 in billings.

At the time of the merger, Silberstein-Goldsmith billed about $3,500,000. North (the name of the merged operation) added the $600,000 Pilsener Brewing Co. (P.O.C. beer) account, Pfaelzer Bros. (meat packer), Toni's self-end paper permanent and Sheffield Watch. North lost Lanvin Parfums and World Wide Automobiles.

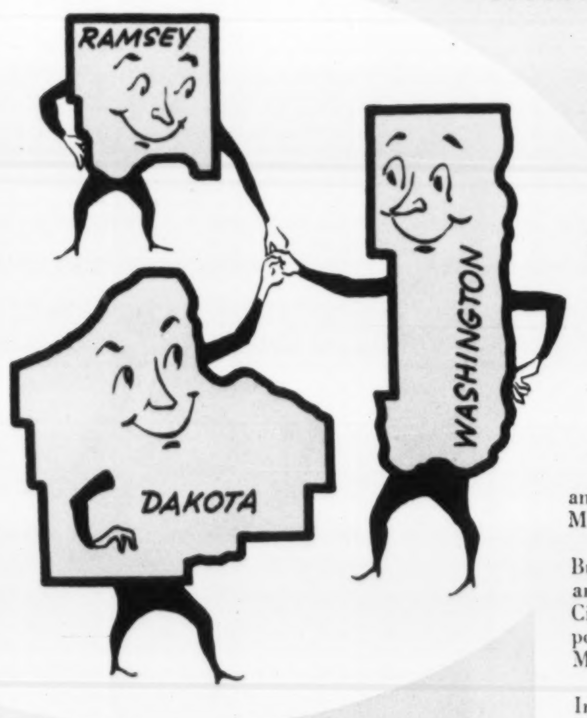
The merger saw Bert Goldsmith become chairman of North Advertising, with all North officers retaining their positions. Walter M. Heyman Jr., previously with Foote, Cone & Belding, joined North early last year as sales development director.

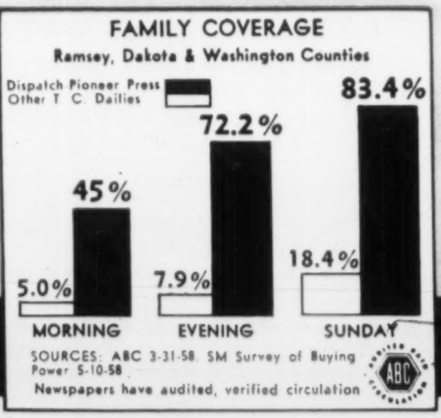
The agency put 6% of its billings into newspapers; 15% into magazines; 9% into supplements; 2% into radio; 61% into television; 1% into outdoor; 2% into business papers; 2% into farm publications; 1% into transit advertising, and 1% into point of sale. North employs 145 persons in three offices. It expects 1959 volume to be up 10%.

Ogilvy, Benson & Mather, New York, billed $18,536,000 in 1958, including $1,907,000 in capitalized fees. The 1957 total was $17,140,000, including $1,975,000 in fees.

The agency gained Rolls-Royce, Orient & Pacific steamship line, International Paper, a special institutional campaign for Standard Oil Co. (New Jersey) and the $3,000,000 Maxwell House vacuum-pack coffee account of General Foods (effective February, 1959). Ogilvy resigned the $900,000 Thom McAn shoe account last March (effective June 30).

The agency had a number of important personnel changes: David P. Crane, vp and account supervisor at Benton & Bowles, joined on Oct. 15; Harold F. Scheunkopf, formerly marketing plans supervisor for Foote, Cone & Belding, also joined in October. Earlier OBM added Peter Ripps, who had been merchandising manager at Revlon; Gilbert Lea, previously ad manager of *McCall's;* and Everard W. Meade,





THE BIG ST. PAUL MARKET IS GROWING BIGGER -*FAST*

WASHINGTON JOINS DAKOTA AND RAMSEY COUNTIES TO MAKE A BIG 516,500 MARKET

AND 1 NEWSPAPER OFFERS UNCHALLENGED BLANKET COVERAGE!

In population, earning power, retail spending and square miles of real estate . . . the big St. Paul Market is growing by leaps and boundaries!

With the green light of the U. S. Census Bureau, Washington County has joined Ramsey and Dakota in the St. Paul "Half" of the Twin Cities Metropolitan Area to boost our market's population up to 516,500 . . . retail sales up to 629 MILLION DOLLARS.

And that's only the beginning. Dayton's, Inc., is blueprinting plans for the finest retail store between Chicago and the Pacific coast . . . in the St. Paul loop. Sears, too, is on the verge of building a vast new Downtown store. And the Minnesota Highway Department is mapping new super highways that will lead thousands of additional shoppers into St. Paul.

The St. Paul Market is on the grow . . . and there's one way to reach every rich inch of it. Use the selling force of the one newspaper offering exclusive blanket coverage . . . the St. Paul Dispatch-Pioneer Press. The St. Paul Market is virtually untouched by any other newspaper.

Whether you rely on the power of black-and-white or the impact of blazing color . . . St. Paul belongs on your "A" schedule!

Newspapers are the TOTAL SELLING Medium

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

REPRESENTATIVES
RIDDER-JOHNS, INC.
NEW YORK - CHICAGO - DETROIT
SAN FRANCISCO - LOS ANGELES
ST. PAUL - MINNEAPOLIS

Ask My Brother
Hodding Carter
The Angry Scar
The Communist World
Lady L.
Education and Freedom
Doctor Zhi
RICH
SEBRING
1958
Doctor Zhivago

New York is a book to read. New York is a nook to read it in. New York is 5 million families growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

ROCHESTER, MINNESOTA

On a per household basis, Rochester families rank 2nd highest in retail sales per household in the United States.*

Per Household
CONSUMER SPENDABLE INCOME..........**$6768**
RETAIL SALES..........................**6846**

ROCHESTER
(Olmsted County)
THE NEWEST
POTENTIAL METROPOLITAN
MARKET*
*Sales Management, May 10, 1958

Where people have more money to buy products advertised in the POST BULLETIN

A 37,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 100,000 passengers yearly.

The Outstanding Test Market in the Upper Midwest

ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 23,000 daily

COLOR AVAILABLE!

previously radio-tv vp at Young & Rubicam before his retirement in 1953. Mr. Meade handles special assignments for Ogilvy.

The agency put 17.5% of its billings into newspapers, 25.8% into magazines, 1.9% into supplements, 10.6% into radio, 43.4% into television, 0.1% into outdoor and 0.7% into business papers. OBM employs 210 persons in two offices.

Parkson Advertising, New York, billed an estimated $17,400,000 in 1958 compared with a $15,500,000 estimate for 1957.

There were no account changes during the year, although two new products—Devarex and Banarin—were introduced by Pharmaceuticals Inc., the agency's main client.

Chairman of the board Franklin Bruck left in January, 1958, to join Pharmaceuticals as vp in charge of new business acquisitions. Fred Apt, formerly media and budget director at Pharmaceuticals, transferred to the agency in February as director of media and in March the media department, hitherto composed of media specialists, was reorganized into an all-media buyers setup.

Television got 90% of the agency's billings, newspapers and supplements 3% each, radio 2%, magazines and business papers 1% each and point of sale less than 1%. The agency has 60 employes in one office, and predicts a slight rise in 1959 volume.

Reach, McClinton & Co., New York, billed $15,839,445 in 1958, including $795,021 in capitalized fees. The 1957 total was $12,240,554, including $723,000 in capitalized fees.

The agency last year added Consolidated Warranty System, Parade Publications, Spencer Press, Candygrams and the accounts of J. R. Pershall Co., Chicago agency. Last November, Reach merged with Pershall, forming a new agency in Illinois called Reach, McClinton & Pershall, with Mr. Pershall becoming president of the new operation. Charles D. Reach, board chairman of Reach, McClinton in New York, took over a similar post in the Illinois arrangement.

The move added the Hi-C division of Minute Maid, Northern Illinois Gas and Zenith Radio Distributing, among 18 accounts billing about $2,500,000, to the Reach, McClinton list.

■ Three weeks later Reach merged with H. B. Humphrey, Alley & Richards, Boston, and formed a Massachusetts corporation called Reach, McClinton & Humphrey. Richard S. Humphrey was named president. Humphrey had nearly 40 accounts, including J. H. Breck Inc., Stetson Shoe and Syracuse China. Humphrey billings were put at $4,000,000.

Reach put 45.7% of its billings into space, 41.5% into radio and television and 12.8% into other media. It employs 207 persons in six offices. It expects a 50% increase in 1959 volume since the Pershall and Humphrey mergers "will add materially."

Fletcher D. Richards Inc. (Fletcher Richards, Calkins & Holden as of Jan. 1, 1959), New York, billed $18,125,000 in 1958, including $543,000 in capitalized fees. The 1957 total was $20,638,983, including $431,436 in capitalized fees.

The agency gained Campana Sales Co.'s Solitair cake makeup, Folger's instant coffee, Prolon dinnerware, Safeway Stores on the West Coast, Morris Plan Co. of California and Granny Goose Foods. It lost American Machine & Foundry (11 products and the corporate advertising), Bank of California, Western Pacific Railroad, Honey Harbour Co.'s Woolite, Squirt Beverage and Waterman Pen.

■ Eugene Harrington resigned as president of Richards to become board chairman of Honig-Cooper, Harrington & Miner on the West Coast. Four accounts followed him: Bank of California, Western Pacific, Honey Harbour and Squirt. Sherwood Dodge, who joined Richards in 1957 as exec vp, resigned last November. After Mr. Harrington's departure, Richards set up a new West Coast division called Harris, Harlan & Wood, composed of principals who formerly operated as Brooke, Smith, French & Dorrance of the Pacific Coast Inc. In Canada, Richards merged with Tandy Advertising to form Tandy-Richards Advertising.

Last month Richards merged with Calkins & Holden to form a

Because Local Sponsors Buy With That "Critical Buck," They Buy The Station That Gets "Next Day" Results...

In DES MOINES,

that result-getting station is . . . and has always been . . KRNT RADIO, that "know-how, go-now" station that keeps pace with all that's going on in Des Moines, Iowa's lively center of business activity. Because KRNT has news on the hour, total sports, the best of music, dramatic shows, complete weather and complete service, local sponsors spend nearly as much on KRNT RADIO as on the other 5 Des Moines stations combined! **Better See Katz Soon.**

SOURCE: LATEST AVAILABLE F. C. C. FIGURES

You've Got A Live One
When You Buy
KRNT
TOTAL RADIO
in Des Moines, Iowa

KRNT RADIO-CBS
A Cowles Station

8 out of 11 firsts

for CBS Radio Network shows in the 11 program categories voted on by 465 *critics and editors* in the Radio-Television Daily annual poll. And they named so many other CBS Radio programs as runners-up that the total number of honors for this network in these categories surpassed that of the three other networks *combined.* (What's more, CBS Radio personalities comprised *four of the five* choices for "Radio Man of the Year": Edward R. Murrow, Arthur Godfrey, Art Linkletter, Mitch Miller.)

CBS Radio Network programs honored in 11 categories:

DRAMATIC SHOW OF THE YEAR
(three out of five)
GUNSMOKE*
SUSPENSE
JOHNNY DOLLAR

COMEDY SHOW OF THE YEAR
(three out of five)
AMOS 'N' ANDY*
THE COUPLE NEXT DOOR
HOUSE PARTY

MUSICAL SHOW OF THE YEAR
(three out of five)
NEW YORK PHILHARMONIC*
METROPOLITAN OPERA
CHRISTMAS SING WITH BING

COMMENTATOR OF THE YEAR
(three out of five)
EDWARD R. MURROW*
ERIC SEVAREID
LOWELL THOMAS

DOCUMENTARY OF THE YEAR
(four out of five)
WHO KILLED MICHAEL FARMER?*
THE HIDDEN REVOLUTION
P.O.W.—A STUDY IN SURVIVAL
RADIO BEAT

QUIZ SHOW OF THE YEAR
(one out of two)
SEZ WHO!

BEST NEW PROGRAM IDEA
(two out of four)
HAVE GUN, WILL TRAVEL
MASLAND RADIO COLOR ROUNDUP

SPORTSCASTER OF THE YEAR
(two out of five)
PHIL RIZZUTO
FRANK GIFFORD

BEST TRANSCRIBED SERIES
(one out of four)
AMOS 'N' ANDY*

BEST PUBLIC SERVICE PROGRAMMING
(four out of five)
FACE THE NATION*
P.O.W.—A STUDY IN SURVIVAL
WHO KILLED MICHAEL FARMER?
THE HIDDEN REVOLUTION

VARIETY SHOW OF THE YEAR
(three out of five)
MITCH MILLER SHOW*
ROBERT Q. LEWIS SHOW
ARTHUR GODFREY TIME

---

*Winner in category

!

42 per cent more

audience per commercial minute than any other network. That's how the CBS Radio Network rates when Nielsen Radio Index "polls" the *nationwide* radio audience (averaging over 16 straight months).

!

226 out of 237

quarter-hour wins for CBS Radio programs. That's what happens when The Pulse reports on the *big city* audience (1958 average: all quarter-hours in which programs of CBS Radio and those of at least one other network competed in 10 or more of the 26 top markets).

!

Polls Apart

...YET THEY ALL COME OUT THE SAME

No matter which sample you use—nationwide audiences, big city listeners, critics—the answer comes out the same. CBS Radio Network programming and personalities win all the polls, hands down—year after year.

And the new Program Consolidation Plan, with virtually all the above favorites and many more, means even stronger audience leadership through: improved mood sequencing; CBS News every hour on the hour; uniform broadcast times; increased station clearances for advertisers.

The listeners, of course, are your customers. It's worth being where there are so many *more* of them. And where they like what they hear so much.

!

The CBS Radio Network

new agency with Mr. Richards as president and chief executive officer. Bradley A. Walker, an exec with Richards, was named board chairman. Billings of the combined agency were expected to be $33,181,000 this year.

- Billings were invested as follows: 33.2% in newspapers, 29.8% in magazines, 8.3% in radio, 18.4% in television, 1% in transit advertising, 1.8% outdoor, 3.7% in promotional material and 1% in other media. Richards employs 237 persons in seven offices (including three affiliations in Canada and Mexico).

DO YOU WANT TO REACH PROTESTANT CHURCHMEN—

men and women who are leaders in their communities, who direct the raising and spending of money for churches, colleges, hospitals? Learn about the remarkable selling possibilities of regular insertions in this weekly undenominational journal, read thoroughly by thousands of leading clergymen and laymen. Ask for brochure, "A Fiftieth Anniversary Appraisal".

The Christian Century

THE CHRISTIAN CENTURY • 407 South Dearborn St. • Chicago 5, Illinois

Ross Roy Inc., Detroit, billed a total of $14,400,000 in 1958 (including $6,707,000 for merchandising, direct mail and sales promotion), down from its 1957 figure of $17,900,000 (including $7,327,000 for the three services). The agency gained Michigan Hospital Service, Michigan Medical Service and Oriental Commerce Ltd., and it reported no account loss.

The agency attributed its billings dip "to reduced spending prevalent in the automotive industry." Ross Roy handles merchandising and sales promotion of Chrysler, DeSoto, Dodge and Plymouth passenger cars and Chrysler Corp. of Canada, among others.

Key changes at the agency included the election of William W. Shaul as senior vp; the appointment of M. G. Vaughn to creative director and to the executive board; the naming of Robert R. Roy as vp and board member and the election of Edward Simon as research director. The agency employs 265 persons in three offices (the others are in Hollywood and Windsor, Ont.).

Additional Copies, $1

This annual agency billings issue of ADVERTISING AGE is valuable as a permanent reference, so AA suggests that each reader file his copy where it won't go astray. Meanwhile, as long as the supply lasts we will gladly fill all requests for additional copies. The price is $1 a copy.

Rumrill Co., Rochester, N. Y., billed $10,324,094 in 1958 to break into the ranks of the $10,000,000-and-up group. That total included $3,995,330 in capitalized fees. Its 1957 figure was $9,269,395, including $3,231,223 in fees. Originally, it reported its 1957 total at $9,232,000.

The agency added the following accounts in 1958: Genesee Brewery's Dickens Dry Ale, Dunlop Tire & Rubber Co., Dunlop's sporting goods division, Keebler Biscuit's Buffalo division, Redwing Canning Co., Loretto Foods Corp., "Milk for Health on the Niagara Frontier," Trico Products and the Permutit division of Pfaudler-Permutit. Rumrill lost American Optical's scientific instrument division, Simon Pure Brewery and Fitzgerald Brewery. Billings were invested: 20% in newspapers, 22% in magazines, 3% in supplements, 9% in radio, 8% in television, 3% in outdoor, 30% in business papers, 2% in farm publications and 3% in transit advertising. Rumrill employs 145 persons in three offices. It expects a 10% gain in '59 volume.

Tatham-Laird Inc., Chicago, billed $18,000,200 in 1958, including $68,700 in capitalized fees. In 1957, the agency billed $20,307,000.

The agency gained Procter & Gamble's Mr. Clean, an all-purpose cleaner, National Homes Corp., Serta Associates' mattresses and bedding, the $1,000,000-plus Clark Oil & Refining Corp. account and General Mills' Spratt pet foods. It added Whitehall Pharmacal's $300,000 Kolynos toothpaste account, which abruptly left Grey Advertising after the latter agency's president said, in a tv interview, that he used another brand that morning. Tatham-Laird also got three unnamed Whitehall products.

Agency billings were invested as follows: 40.4% in print, 2% in radio, 56.5% in television and 1.1% in outdoor. Tatham-Laird employs 185 persons in three offices and expects a 33% advance in 1959 volume.

Vickers & Benson Ltd., Toronto, billed about $12,100,000 in 1958, as compared with $10,500,000 in 1957. The agency did not report any gains or losses in 1958 but pointed to "a steady growth in billings and services." About 29% of its billings went into television and radio (with clients sponsoring six English network and five French network shows plus local programming and spots). The agency has 70 clients handled in two offices (the other being in Montreal) and employs more than 200 persons. Vickers & Benson expects 1959 volume to advance by 10%.

Wade Advertising, Chicago, billed $18,886,000 in fiscal 1958, ended Sept. 30, compared with $14,952,000 in 1957. The figure for the fiscal year is actually somewhat lower than for the calendar year in 1958; since the figure does not include capitalization of fees and since October-December billing is reported to have run at a rate in excess of $21,000,000 annually. In its compilation last year, AA estimated Wade's 1957 billings at $11,700,000, which was too conservative. The agency gained L.O.F. Glass Fibers and Mohawk Petroleum Corp. Last spring Wade started a drive against triple spotting and mailed contract riders to 65 tv stations, stipulating that the agency would not pay for clients' commercials if they were triple-spotted. The agency employs 111 persons in three offices. It an-

WE KNOW
WE HAVE
LISTENERS

because 269,935 listeners wrote us in five weeks!

We don't pretend to know exactly how many listeners WLS has, but we do know through our 5-week "Lucky Listener" gift offer, that 269,935 not only listened but **responded** with cards and letters to WLS personalities. And better than any survey or rating service can determine, we know WHO they are; WHERE they live; and WHEN they listen to WLS.

Why not call MOnroe 6-9700 or your John Blair man today for full details on how you too can reach this RESPONDING AUDIENCE with WLS—the station where now as always . . .

LISTENER LOYALTY PREDICATES AUDIENCE RESPONSE

WLS CHICAGO

The Prairie Farmer Station

Represented by John Blair

These are the WLS Personalities
who not only reach their audience
but get audience response

Bill Mason

Rita Ascot

Jerry Golden

Bill Guthrie

Bill Duane

Martha Crane

Bob Porter

IN KANSAS CITY

BUSINESS IS

Good

Among the
18 metropolitan areas
of 1,000,000 or more
population, Kansas City
is the only one
rated by Sales Management
as a
"High Spot, Preferred City"
in retail sales
for the last 6 months
of 1958

Better

Virtually every index
of business health
. . . home construction,
bank clearings, bank deposits,
consumption of electricity . . .
reveals Kansas City
rebounding so strongly
from the recession
effects of early 1958
that it actually shows
gains in '58 over '57

Best

—when you use
The Kansas City Star,
with its mass coverage
and high percentage (95%)
of home deliveries
to total circulation,
to achieve
your sales and
distribution goals
in this million-person,
2-billion-dollar market.

Already in a circulation upsurge, 4,000 increase in the past year, The Star expects, in 1959, to offer advertisers a further bonus of new readers, together with significant increase in reader influence and merchandising effectiveness.
Definitely, for 1959, Kansas City is a market where intensive promotional and advertising efforts will pay off handsomely.

THE KANSAS CITY STAR

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO
625 Market St.
GArfield 1-2003

ticipates a gain in 1959 volume of 14%.

Warwick & Legler, New York, billed $19,100,000 in 1958, including $100,000 in capitalized fees. The 1957 total was $14,600,000, including $100,000 in fees.

The agency added Bromo-Seltzer and a new product, a mouth wash called Steri Sol from Warner-Lambert; additional products (Silicare and Clean & Clear) from Revlon; and Mennen's Skin Bracer, deodorants (Spray, Speed Stick), men's cologne, Dateline and Gold Crest lines; and a new product from Carter Products. Late in the year, W&L got an unnamed product from Joseph E. Seagram & Sons, which reassigned its Kessler division from Warwick to Young & Rubicam. The changes were effective Feb. 1, 1959. The Mennen products were reportedly worth about $3,200,000 in billings; the additional Revlon products billed about $1,000,000 (Warwick & Legler started on Jan. 1, 1958, with about $5,000,000 in Revlon billings from BBDO).

The agency lost the $4,500,000 Schick account in 1957 and soon after claimed a foul, when the client used in its advertising a "cotton-test" idea dreamed up by W&L. The legal fracas, settled in October, 1958, established a precedent in the ownership of advertising ideas when the agency's claims were upheld.

Major personnel changes at Warwick last year included the arrival of Leonard V. Colson from the Mennen Co., where he had been advertising director; the replacement of Harry D. Way by H. H. Dobberteen as media director—and the resignation later of Mr. Dobberteen. The agency moved at mid-year to 375 Park Ave., Seagram House.

Warwick & Legler put 32.9% of its billings into newspapers, 23.8% into magazines, 6.4% into art and mechanical, 7.6% into radio, 26.7% into television, 0.4% into outdoor and 2.2% into business papers. It employs 200 persons in two offices. W&L anticipates a 30% increase in its 1959 volume.

Edward H. Weiss & Co., Chicago, billed $14,000,000 in 1958 as compared with $14,800,000 in 1957. The agency gained Medical Dairy Specialties' Enzylac, Little Crow Milling Co. and Brook Hill Farms. It lost College Inn Food Products. Billings were invested as follows: 14.7% in newspapers, 17.6% in magazines, 8.4% in supplements, 5.3% in radio, 38.2% in television, 4.7% in outdoor and 11.1% in business papers. Weiss employs 145 persons in three offices. It expects a 20% increase in 1959 volume.

49 Agencies Billed $5-10,000,000 in 1958

Of These, 28 Show Increases, 14 Dip and Seven Are Level

New York, Feb. 18—There were 49 advertising agencies which billed between $5,000,000 and $10,000,000 in 1958.

Billings are either reported or estimated to be up over 1957 for 28 of the 49 agencies in this group, down for 14 agencies and about the same for seven agencies.

The 49 total is a drop of eight agencies from the 57 reported in this group last year. Three agencies whose billings were in last year's tabulations do not show up this year because they did not voluntarily report their billings and they are believed to have dropped below the $5,000,000 mark in 1958. A fourth agency, Canadian, volunteered its figures despite a drop below $5,000,000.

▪ Advertising Age believes it reports every agency in the U. S. and Canada with billings in the $5,000,000-to-$10,000,000 category, regardless of whether the agency voluntarily discloses its figures. Billings for agencies that do not disclose their figures are estimated by AA, usually after consultation with responsible agency executives.

Despite the lowered total in this bracket, there are nine agencies which were not in it last year. Earle Ludgin & Co. and Charles W. Hoyt Inc. dropped down from the $10-25,000,000 bracket, with Ludgin taking a steep slice. Brooke, Smith, French & Dorrance also moved down from the higher bracket, as AA revised its estimate sharply downward. Kennedy Sinclair Inc., Monroe Greenthal Co., Daniel & Charles and Miller Advertising Agency moved up from the $1-5,000,000 bracket where they were reported last year. Brown & Butcher, Jackson Associates and Wesley Associates were not listed at all last year.

Twelve agencies reported in this group a year ago are absent now because they have moved into a higher billings bracket, by the strength of their own increased billings, or more frequently, because of mergers. Those moving up and out were Knox-Reeves; Klau-Van Pietersom-Dunlap; Rumrill Co.; C. L. Miller Co.; Kastor, Farrell, Chesley & Clifford; Hilton & Riggio (the last two agencies are now known as Kastor, Hilton, Chesley, Clifford & Atherton); Guild, Bascom & Bonfigli; Abbott Kimball Co.; H. B. Humphrey, Alley & Richards; Peck Advertising, Buchanan & Co. and Lewin, Williams & Saylor.

▪ All agencies were optimistic about 1959. Of the 49 agencies, more than half forecast billings increases ranging from 5 to 25%. Most conservative forecasts were "about the same" or merely "up."

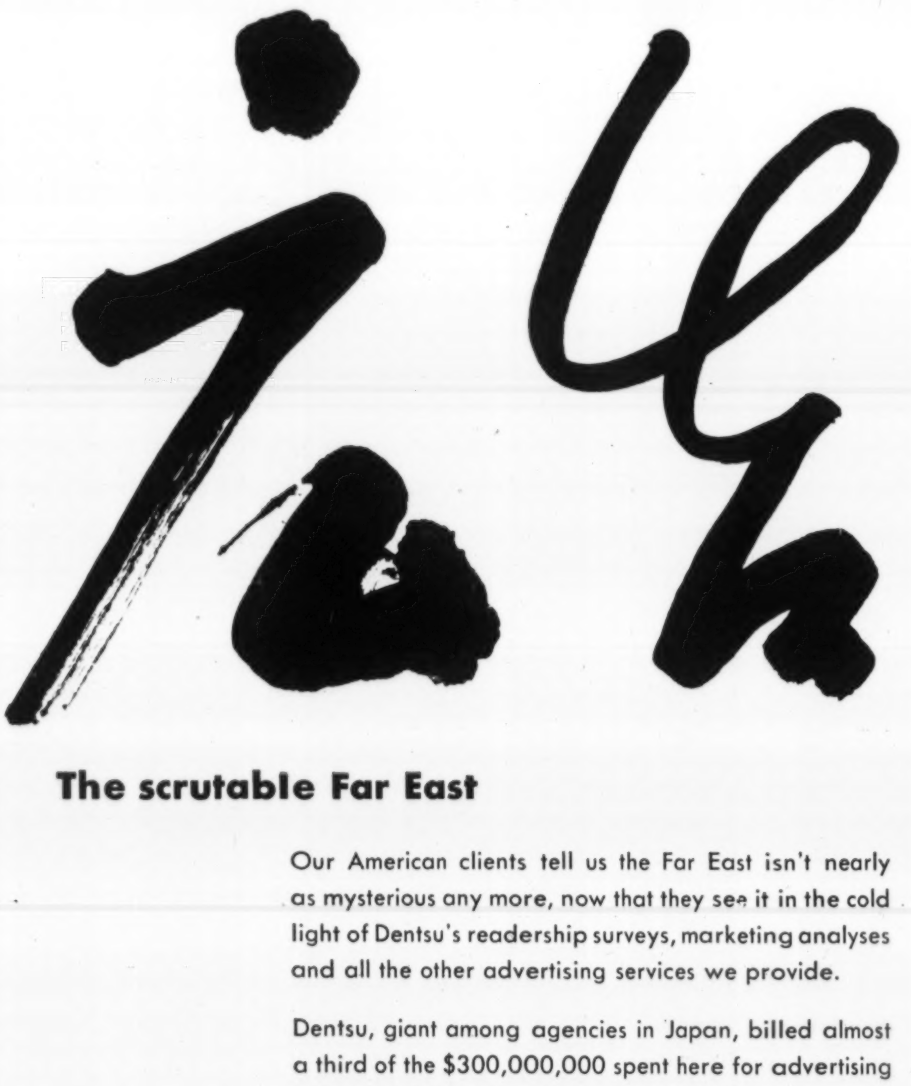
The three agencies dropped from this report because they did not reveal billings and are believed to have dropped below $5,000,000 are Maxwell Sackheim & Co., Roy S. Durstine Inc. and Bert S. Gittins Advertising.

Detailed reports on the others follow:

Aitkin-Kynett Co., Philadelphia, does not report its billings and is estimated to have billed about $7,250,000 in 1958. The original 1957 estimate of $8,000,000 is now thought to have been too high and is therefore revised downward to about $6,000,000. Recent account additions include Tastykake Co., Alan Wood Steel, Penn Ventilator Co., Firestone Plastics division, John A. Nesbitt Inc. and Magnetic Metals Co. The agency just resigned Thermoid Co., recently acquired by H. K. Porter Co., which it had for 35 years.

Anderson & Cairns, New York, reports 1958 billings at $6,869,600, of which $2,000,000 is in capitalized fees. This compares with revised 1957 figures of $6,369,000 of which $1,570,000 was capitalized.

In January of last year the agency added Innocenti Corp., Mission Valley Mills and Vat Dye Institute. It also picked up Doulton & Co. Accounts lost were Waring Products Inc. in July and *House Beautiful* in August. During



The scrutable Far East

Our American clients tell us the Far East isn't nearly as mysterious any more, now that they see it in the cold light of Dentsu's readership surveys, marketing analyses and all the other advertising services we provide.

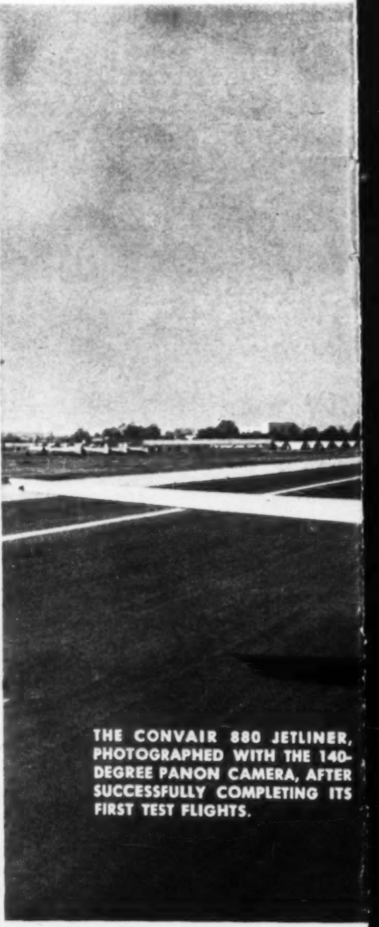
Dentsu, giant among agencies in Japan, billed almost a third of the $300,000,000 spent here for advertising last year. Big as we are, we service all our accounts as thoroughly, as scientifically, as tenderly as any American agency.

The Japanese copy up on top says "advertising." That's our business, and we're good at it.

DENTSU ADVERTISING LTD.

Head Office: Nishi-ginza, Tokyo, Japan
Cable Address: DENTSU TOKYO
Branches: Osaka, Nagoya, Fukuoka, Sapporo and
20 other main cities in Japan

Member, IAA, AAAN, ICC



THE CONVAIR 880 JETLINER, PHOTOGRAPHED WITH THE 140-DEGREE PANON CAMERA, AFTER SUCCESSFULLY COMPLETING ITS FIRST TEST FLIGHTS.

the year it formed Creative PR Inc., a new subsidiary, and appointed Erik A. Ohlsson its European representative with headquarters in Stockholm.

Magazines got 41% of the agency's billings, business papers 34%, radio and television 16%, newspapers 8% and other media 1%. The agency has 92 employes in one office, expects a 10% increase in 1959 volume.

Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, billed about $8,000,000 in 1958, compared with 1957 billings of $6,600,000. Accounts added during the year include American Viscose Corp. in April, corporate advertising for Robertshaw-Fulton Controls Co. and South Jersey Gas Assn., both in January, Kennett Canning Co. in June and John H. Dulany & Son, Fruitland, Md., in December. The agency lost S. L. Allen. The agency has 110 employes in two offices, and expects 1959 volume to rise 10%.

Aubrey, Finlay, Marley & Hodgson, Chicago, reports 1958 billings in excess of $8,500,000 compared with a 1957 report in excess of $8,000,000. The agency added Pfister Hybrid Corn, Ekco-Alcoa Containers, Rock Island Railroad and Morton Chemical Co. It lost Terry Foods; resigned Combined Insurance, Republic Molding, Easterling. The agency is estimated to place 70% or 80% of its billings in farm advertising. It has 96 employes in one office, forecasts a moderate increase in 1959 volume.

Baker Advertising Agency, Toronto, billed $6,500,000 in 1958, the same figure it had in 1957. The agency added Canadian Wallpaper Manufacturers Ltd. and a new product of General Foods called Sun-up, an instant breakfast beverage. No accounts were lost. Baker employs about 115 persons in two offices.

Biddle Advertising Co., Bloomington, Ill., reported 1958 billings of $8,004,083, of which $4,662,000 was capitalized fees. In 1957 the agency billed $7,250,602, including $4,612,891 capitalized. It added Bowes "Seal Fast" in January, Petersen Mfg. in February, G. S. Blakeslee & Co. in March, Flavor Corp. in April, Highway Equipment in July, National Mfg. in November and North American Van Lines at year's end. It lost C. D. Stampley Co. in April, Master Garment Co. in September and the feed portion of A. E. Staley in December. Biddle employs 104 people in four offices, predicts a 15% rise in 1959 volume.

Botsford, Constantine & Gardner, San Francisco, reports 1958 billings of $6,415,200, of which $982,300 was in capitalized fees. In 1957 billings were reported at $6,384,300, of which $1,315,900 was in capitalized fees.

The agency added Pacific Trailways Bus Co. in January, Oregon Department of Planning & Development in April, Greater Portland Plymouth Dealers Assn. (San Francisco) and Pacific Northern Airlines Inc. It lost Georgia-Pacific Corp. in April, and Tillamook County Creamery Assn. in December.

Magazines got 30% of the bill-

Does Mr. B. B. Deo write your ads?
Here, the chief gives your account heap big personal attention. Phone HA 7-9187.
"That Fellow Bott"
Lee P. Bott, Jr., 64 E. Jackson, Chicago

VIDEOTAPE™*
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION
*TM AMPEX CORP.
REDWOOD CITY, CALIFORNIA

SAN DIEGO CALIFORNIA

880
880
JET-PROPELLED MARKET!

The Convair 880 jetliner — new star in the skyways of the world — is an apt symbol of the San Diego market.

The 880 and the Atlas Intercontinental Ballistic Missile are just two of many made-in-San-Diego products which have boosted manufacturing payrolls to a record high. **In 1958, aircraft payrolls surpassed $300 million; total manufacturing payrolls exceed $400 million annually.**

Population gains, retail sales, new construction, and all other areas of the economy reflect San Diego's jet-propelled progress.

To sell San Diego, at lowest cost per sale, advertise in **The San Diego Union** and **Evening Tribune**.

Combined daily circulation is more than 200,000. And **Facts Consolidated** surveys show a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth"
COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

"WHO ARE AMERICA'S TOP COMMERCIAL FARMERS?"

". . . The Dairy and Beef Breeders, of Course!"

Large-scale, top quality producers! Large-scale purchasers! In the market for everything from tractors to terramycin . . . feeds to fencing! Sell them where their interest is highest, in:

The Dairy Breed Publications, The Beef Breed Publications

. . . at the low milline rate per size and quality of herd

"Farm Publications for Specialized Farming"

Also: Dairy Plant Fieldman California Dairyman (Midwest)

Phone or write for new factual Brochure

FRED F. SCHWENN COMPANY

Publishers' Representatives

221 N. LaSalle • Chicago 1, Illinois • RAndolph 6-6667

ings, newspapers 22%, outdoor 17%, television 13%, business papers 10%, radio 6% and collateral media 2%. The agency has 73 employes in four offices, and expects 1959 business to be about the same as last year.

Brooke, Smith, French & Dorrance, Detroit, is estimated by ADVERTISING AGE to have billed in the neighborhood of $9,000,000 in 1958, and to have been greatly over-estimated in billings shown in the AA tabulation last year, when it was reported as $23,000,000. The agency refuses to divulge number of personnel (estimated by others at about 75) or billings but insists they are much higher than AA's estimate.

The agency gained Federal-Mogul-Bower Bearings' service division in a move that consolidated the division's advertising in one agency. L. C. Barlow, former vp and director of media and marketing in the New York office, was transferred to Detroit to become account executive of the division. Succeeding Mr. Barlow in New York was Harry Pengel, who also continued as vp and media manager.

Last June, a contract expired between Brooke, Smith, French & Dorrance and a group which operated as Brooke, Smith, French & Dorrance of the Pacific Coast Inc. The group, which had its own accounts and serviced BSF&D clients, thereupon became a division of Fletcher D. Richards Inc.

Brown & Butcher, New York, a newcomer to the ranks of the $5,000,000 agencies, reports 1958 billings of $5,300,000. In 1957, when it was known as Carl S. Brown Co., the agency billed $4,700,000.

■ In November, 1957, the agency resigned its Colgate billings, Halo and Vel, believed to represent about $3,500,000. Last April it picked up B. T. Babbitt Inc. and in June, Fawcett Publications. Babbitt billing is estimated at $2,000,000. At the time Babbitt came over, the agency changed its name to Brown & Butcher. Thomas C. Butcher, formerly exec vp of Lennen & Newell, became president and Carl Brown moved up to chairman of the board.

Television got 40% of the agency's billings, newspapers 30%, radio 20% and magazines 10%. The agency has about 50 employes in one office, estimates a 32% increase in 1959 billings.

Caples Co., Chicago, billed $7,500,000 in 1958, compared with $6,000,000 in 1957. The agency added eight new accounts, lost Rock Island Railroad and Aloe Creme Laboratories. Media breakdown is reported about the same as in the preceding two years. In 1957 it was magazines 42%, newspapers 40%, radio 7%, television 6% and other media 5%. Caples has 130 employes in five offices, expects 1959 volume to be about the same but looks for increased profits due to elimination of various expenses.

James Thomas Chirurg Co., Boston, does not report its billings and they are estimated to have been about $5,250,000 in 1958, compared with an estimate of $5,200,000 the previous year.

Accounts added during the year were Gamewell Co., Hotel Roosevelt, Sorensen Co., Waldes-Kohinoor Inc. and James O. Welch Co. Worthington Corp. was lost.

The agency took a special section in the Boston *Herald-Traveler* Feb. 2, 1958, to publish its annual report and then distributed the Sunday supplement to clients and others. Howard G. Sawyer, Chirurg vp, was elected chairman of the Business Publications Audit of Circulations. The agency has 68 employes, expects a 15% increase in 1959 volume.

Cohen & Aleshire, New York, does not report its billings and is estimated to have billed about $8,250,000 in 1958. This compares with $9,500,000 for 1957, an estimate which AA now thinks was probably high.

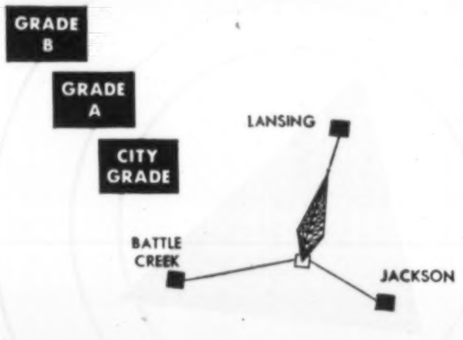
During the year, Canadian advertising for Lydia E. Pinkham Medicine Co. returned after an absence of about a year, once again giving the agency the entire account. The agency also picked up Swanee Paper Co., effective this January, and lost West End Brewing Co., estimated to bill somewhat more than $750,000, effective the same date.

Frank Brady was elected exec vp and a board member last March and Norman Graham came over from Erwin Wasey, Ruthrauff & Ryan as copy supervisor in April. Media breakdown is reported the "same as before." In 1957 roughly 65% of the billings was said to be in radio and television. The agency has 74 employes in one office, and expects 1959 billings to be up.

Cole & Weber, Portland, Ore., changed to a fiscal year in September, 1957, and for the fiscal year ending September, 1958, it reports billings of $5,524,958, of which $362,916 is capitalized fees. For the first nine months of 1957 bllings were $3,909,001, of which $119,480 was capitalized. Billings for the calendar year 1957 were $6,000,000.

The agency picked up the Ore-

The new look in Michigan coverage . . .



BY

WILX-TV

CHANNEL 10

FULL POWER:
Video—316,000 watts
Audio—158,000 watts
Antenna height—1008'

WILX-TV is the *only single station* that will completely cover Michigan's Golden Triangle—Jackson, Lansing and Battle Creek—with a *City Grade* signal!

WILX-TV has the **Right** coverage in the **Right** spot

TOTAL STATE EXCLUDING METROPOLITAN DETROIT		B SIGNAL AREA	
Population	43.4%	**Retail Food Sales**	47.3%
Households	44.7%	**Retail Drug Sales**	48.6%
TV Households	44.0%	**Retail Automotive Sales**	50.3%
Farm Population	34.1%	**Retail Filling Stations**	46.3%
Retail Sales	47.3%	**Gross Farm Income**	39.9%

Only WILX-TV, an NBC affiliate, can so thoroughly cover and deliver this rich out-state market! Just check those figures again!

Michigan's Golden Triangle is a *major* market. In total population it ranks just below the 10th largest metropolitan area* and in TV homes, ranks just below the 27th market area in the nation.**

*BASED ON SRDS CONSUMER MARKET DATA
**BASED ON TELEVISION AGE 100 TOP MARKETS)

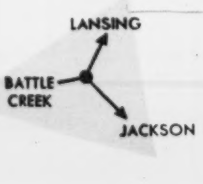
prime time now available!

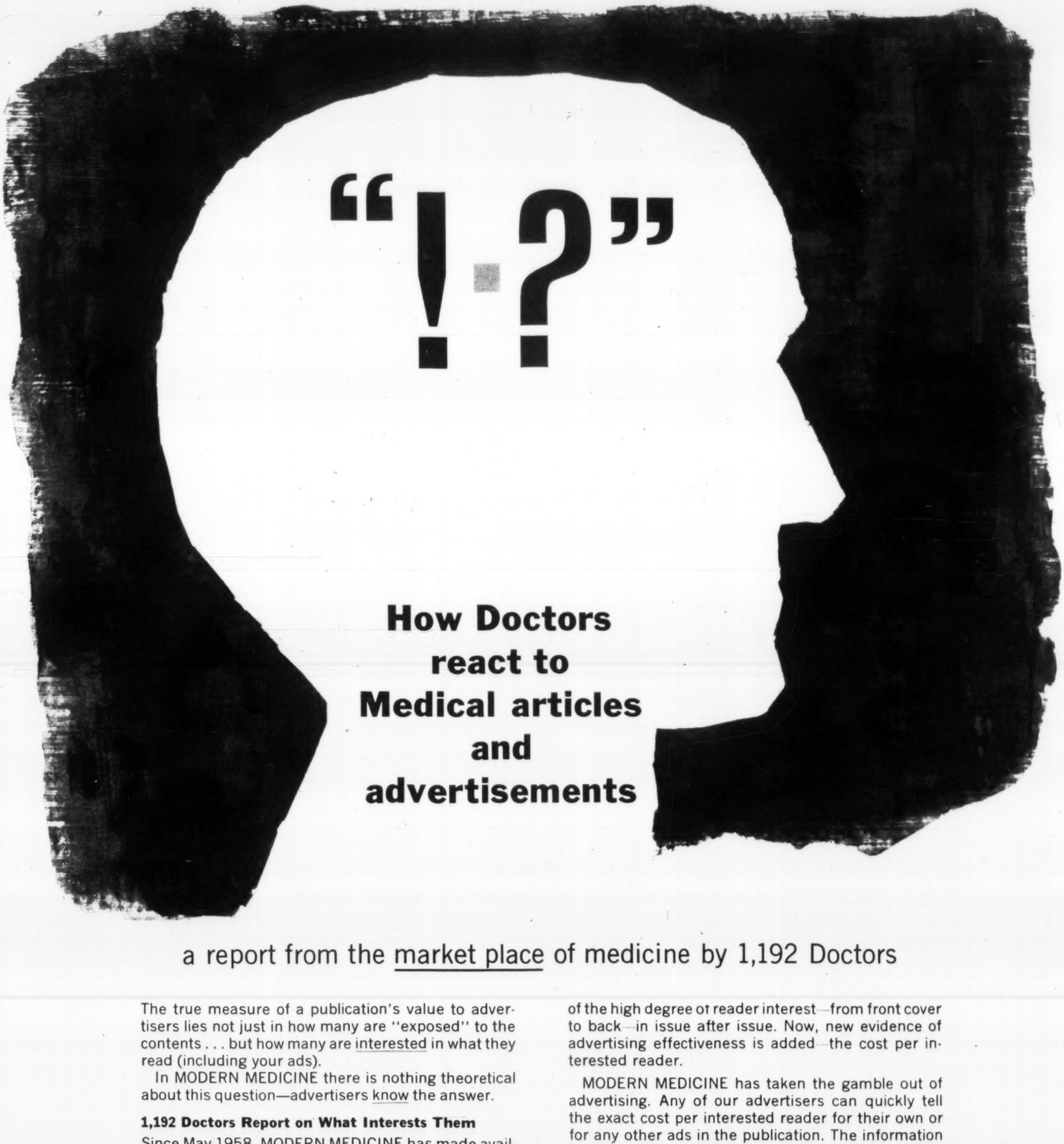
RIGHT NOW . . . is the time to contact

VENARD, RINTOUL & McCONNELL, INC.
for complete market information

NBC

WILX-TV
CHANNEL 10 SERVING MICHIGAN'S **GOLDEN TRIANGLE**





How Doctors react to Medical articles and advertisements

a report from the market place of medicine by 1,192 Doctors

The true measure of a publication's value to advertisers lies not just in how many are "exposed" to the contents . . . but how many are interested in what they read (including your ads).

In MODERN MEDICINE there is nothing theoretical about this question—advertisers know the answer.

1,192 Doctors Report on What Interests Them

Since May 1958, MODERN MEDICINE has made available to advertisers—READEX, a research service which measures the physician's interest in all advertisements and editorial material in every issue of our publication. Reports on over 2,000 ads and editorial items have now been tabulated.

Advertisers Know (to the Penny) Their Cost Per Interested Reader

MODERN MEDICINE has long been widely known among advertisers as a great market place because of the high degree of reader interest—from front cover to back—in issue after issue. Now, new evidence of advertising effectiveness is added—the cost per interested reader.

MODERN MEDICINE has taken the gamble out of advertising. Any of our advertisers can quickly tell the exact cost per interested reader for their own or for any other ads in the publication. The information is available in seconds from the "Reader Interest Cost Computor" developed by MODERN MEDICINE exclusively for its advertisers. It is currently available only through our representatives.

You Are Invited to Compare

the low cost of capturing the doctor's interest through your advertising in MODERN MEDICINE with that for any other channel of communication. Contact any of our offices.

NBP The Journal of Diagnosis and Treatment **MODERN MEDICINE**

MINNEAPOLIS • CHICAGO • NEW YORK • SAN FRANCISCO • LOS ANGELES

In Canada: MODERN MEDICINE OF CANADA • In Great Britain: MODERN MEDICINE OF GREAT BRITAIN • In Australia: MODERN MEDICINE OF AUSTRALIA • Also Publishers of JOURNAL LANCET • GERIATRICS • NEUROLOGY

LOUISVILLE

A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

gon Centennial Commission and Northwest Pulp & Paper Assn., both in April, and reports no losses. Newspapers got 22% of the billings, radio and television 19%, farm publications and magazines 14%, business papers 12%, car cards and outdoor 6% and the remainder to other media.

The agency has three offices, 65 employes and three free lance artists. It anticipates increased billings' from its present account list in the 1958-59 fiscal period.

Cramer-Krasselt Co., Milwaukee, billed $9,538,751 in 1958, a slight dip from the $9,789,463 reported in 1957.

It added Climax Engine Mfg. Co. in January, Cleveland Pneumatic Industries in July, Basic Products Corp. in September and Ed Schuster & Co. in October. It lost Counter & Control Corp. in September, Altorfer Bros. in November.

Magazines and farm publications got 43% of the billings, business papers 16%, radio and television 16%, newspapers 15%, point of sale 4%, outdoor 2% and other media 4%. The agency has 131 employes in one office, and estimates 1959 volume will be up 10%.

Daniel & Charles Inc., New York, moved into the $5,000,000 bracket last year with billings reported at $5,951,000, of which $711,000 was capitalized fees. In 1957 the comparable figures were $4,800,000 and $350,000. It added ten new accounts: Champ Hats, January; Wurzburger Hofbrau Beer, March; St. Marys Woolen Blankets, April; Cole Steel & Office Equipment, Kapp Records and Adler Sewing Machines, May; Kayser Lingerie, gloves and hosiery, August; Fieldcrest Mills, September, and in December, Miles shoe division of Melville Shoes and Julius Kayser of Canada Ltd. It lost Burlington Mills in October. Magazines got 39% of the billings, television 25%, newspapers 12%, business papers 9%, outdoor 5%, transit advertising 4% and other media 3%. The agency has 66 employes in one office, and expects a 20% rise in 1959 volume.

Lawrence Fertig & Co., New York, does not report its billings and they are estimated to be about $8,100,000 for 1958, compared with a 1957 estimate of $9,000,000, which was slightly high. Richard Kerr, creative head of the agency for the past eight years, joined J. M. Hickerson Inc. during the year as president and partner in the agency. Newspapers got 45% of the billings, outdoor 30%, magazines 15% and business papers 10%. The agency has 90 employes in one office, anticipates a 10% rise in 1959 volume.

Foster Advertising, Toronto, billed $7,400,000 in 1958 as compared with $6,000,000 in 1957. The agency last year added Sylvania Electric (Canada), Trane Co. of Canada, White Motor Co. of Canada, Ontario Jockey Club, English advertising for the Royal Canadian Air Force, Army-Navy-Airforce advertising, Toronto Hydro and the Post Office. It lost Central Creameries. Foster employs 120 persons in three offices. It expects 1959 billing to approximate $8,400,000.

Clinton E. Frank Inc., Chicago, reports billings "slightly over $7,000,000" for 1958, about the same as in 1957. New accounts added were Allied Florists of Illinois, Bosch Brewing Co., Hamilton Beach Co., Catherine Clark's Brownberry Ovens Inc., Curtiss Candy Co. and the O'Brien Co. There were no losses. The "largest share" of the billings went into television. There are 80 employes in one office and 1959 volume is expected to be "between $9,000,000 and $10,000,000."

Fulton, Morrissey Co., Chicago, reports 1958 billings totaling $5,417,393, of which $1,374,571 was in commissionable space and time, $1,618,018 in "production, art work and other sales," $2,425,393 in additional capitalized fees including public relations and $80,282 in foreign billings. This compares with $5,323,559 reported in 1957, of which $103,704 was in foreign billings.

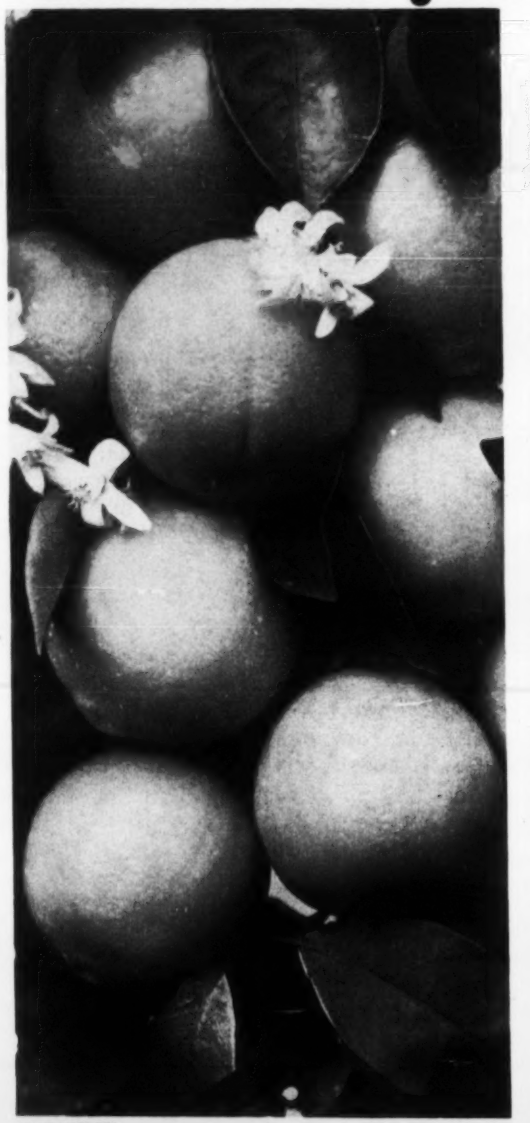
The agency added Ditto Inc. and Overhead Door Corp. in August, Autoyre division of Ekco Products in December, reports no losses. Magazines got 71% of the billings, business papers 23%, newspapers 3%, radio 2%, television and outdoor less than 1% each. It has 40 employes in one office, estimates 1959 billings will be about the same. Jack Maynard, president, died in February 1959.

Gotham-Vladimir Advertising, New York, did not report its billings but is estimated to have billed more than $5,000,000 in 1958—split about 50-50 between domestic and international. It billed an estimated $6,000,000 in 1957. The agency lost Dynamics and international advertising for Simoniz; it added international advertising for Norwich Pharmacal and American Tobacco Co. Arthur A. Kron became president last February.

L. H. Hartman Co., New York, reports 1958 billings at $7,050,000, of which $150,000 was in capitalized fees. In 1957 the agency reported $5,263,000 billings, with $133,000 capitalized.

In April Herbert J. Stiefel resigned as vp of Blaine-Thompson Co. to join the agency as vp and member of the executive committee. Two account executives—Alfred E. Byra and Barbara Jones—and nine food accounts followed: Merkel Inc., Vita Food Products, H. F. Pelphrey & Son, Knickerbocker Mills Co., Wagner Baking Corp., Claridge Food Co., P. J.

Florida **has greatest citrus season in history!**



The 1957-1958 season proved to be the biggest money year Florida citrus has ever enjoyed.

Value of products exceeded $267,000,000!

This total represented an increase of $46,000,000—up 21% from 1956-1957 figures.

Citrus still giant of Florida agriculture!

Florida's 1957-1958 citrus crop accounted for 37% of Florida's total crop value of $717,000,000—a sturdy foundation for Florida's constantly expanding farm economy.

Everything is growing bigger in Florida!

ADD to agricultural income . . . hundreds of millions of dollars in new capital investments by industry.

ADD . . . the millions in year 'round buying power created by fresh industrial payrolls.

ADD . . . $1.3 billions in tourist spending annually.

ADD . . . the purchasing power of the 3,000 new residents who are moving into Florida—*every week!*

Total it all up and you'll get a realistic idea of the sales potential that exists now—*and in the future*—in this new, exciting profit market.

Remember! You can reach more than 620,000 Florida households—at lowest cost—with Florida's three big daily newspapers—The Miami Herald, The Florida Times-Union and The Tampa Tribune and Times.

Write us today for more facts!

FLORIDA TIMES-UNION
JACKSONVILLE

THE TAMPA TRIBUNE · THE TAMPA TIMES
MORNING AND SUNDAY · EVENING · TAMPA

THE MIAMI HERALD
MIAMI

LOWEST COST COVERAGE IN FLORIDA'S TOP MARKETS

REPRESENTED NATIONALLY BY
The Katz Agency, Inc.
Sawyer-Ferguson-Walker Co.
Story, Brooks & Finley, Inc.

Looking for TOP Newspaper Buys?

The boom town twins again led the nation's newspapers in advertising volume in 1958, but look who's third again. The Milwaukee Journal has been among the top three for ten years in a row — five times in first place.

Advertisers like Milwaukee's steady, solid growth. They like our one-paper coverage of 9 out of 10 homes in a metropolitan area with 1,170,000 people. They like Milwaukee's profit-producing purchasing power, fifth highest of the 20 largest markets. And, they're all in favor of the milline rate—20% below the average for newspapers of comparable size.

THE MILWAUKEE JOURNAL

National Representatives,
O'Mara & Ormsbee, Inc.

MEDIA RECORDS

MEDIA RECORDS, INC.

NEW YORK CHICAGO COLUMBUS SAN FRANCISCO

LEADERS IN ADVERTISING IN THE U.S.
YEAR - 1958

TOTAL ADVERTISING		LINAGE
1.	Los Angeles Times - M & S	65,378,199
2.	Miami Herald - M & S	56,037,633
3.	Milwaukee Journal - E & S	50,974,383
4.	New York Times - M & S	50,655,463
5.	Chicago Tribune - M & S	50,080,535
6.	Cleveland Plain Dealer - M & S	43,928,270
7.	Washington Star - E & S	41,798,927
8.	New Orleans Times-Picayune	41,191,750
9.	Houston Chronicle - E & S	40,473,646
10.	Baltimore Sun - E & S	39,956,386

RETAIL		
1.	Los Angeles Times - M & S	34,938,816
2.	Milwaukee Journal - E & S	29,554,345
3.	Miami Herald - M & S	29,369,037
4.	New York News - M & S	29,068,177
5.	Chicago Tribune - M & S	28,493,312
6.	Washington Star - E & S	26,168,639
7.	New Orleans Times-Picayune	26,099,166
8.	Baltimore Sun - E & S	23,575,696
9.	Houston Chronicle - E & S	23,304,496
10.	Cleveland Plain Dealer - M & S	22,468,645

CLASSIFIED		
1.	Los Angeles Times - M & S	19,238,011
2.	Miami Herald - M & S	16,775,690
3.	Milwaukee Journal - E & S	13,586,041
4.	Cleveland Plain Dealer - M & S	13,479,699
5.	New York Times - M & S	12,262,228
6.	Minneapolis Star & Tribune	12,026,340
7.	Akron Beacon Journal - E & S	11,541,675
8.	Cincinnati Enquirer - M & S	11,403,652
9.	Chicago Tribune - M & S	10,844,240
10.	Denver Post - E & S	10,560,342

AUTOMOTIVE		
1.	Providence Journal - M & S	2,838,152
2.	Miami Herald - M & S	2,818,991
3.	Baltimore Sun - E & S	2,247,737
4.	Jacksonville Times-Union - M & S	2,204,721
5.	Rochester Democrat & Chronicle	2,181,017
6.	Washington Post & Times-Herald	2,120,653
7.	Milwaukee Journal - E & S	2,089,263
8.	Tampa Tribune - M & S	2,045,410
9.	Phoenix Republic - M & S	2,022,371
10.	Los Angeles Times - M & S	1,975,438

R O P COLOR		
1.	Milwaukee Journal	2,400,344
2.	Los Angeles Times	1,882,231
3.	Miami Herald	1,679,383
4.	Chicago Tribune	1,603,815
5.	Salt Lake City Tribune	1,462,789
6.	Atlanta Journal & Constitution	1,458,846
7.	St. Louis Globe-Democrat	1,418,262
8.	Houston Chronicle	1,348,518
9.	Birmingham News	1,339,785
10.	Nashville Tennessean	1,295,416

MEDIA RECORDS

Walter E. Barber Co.

NEW YORK • CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

Ritter Co., Temple Frosted Foods and Trade Winds Co.

■ The agency also gained the Gruen Watch Co. account, Grandway Stores, United Glass Bottle Mfrs. Ltd., and Dinner Redy Corp. during the year. It reports no losses.

Erwin D. Swann, former vp and ad director of Schenley Industries, joined a year ago February as exec vp and general manager. Vp Arthur B. Modell was named exec vp and a member of the executive committee.

Newspapers got 40% of the billings, magazines 24%, television 14%, radio 7%, and outdoor, business papers and point of sale 5% each. There are 50 employes in one office and 1959 volume is expected to be up 20%.

Hicks & Greist, New York, billed $7,950,000 in 1958, of which $720,000 was in capitalized fees, compared to 1957 billings reported at $7,200,000, of which $700,000 was capitalized.

The agency added V. LaRosa & Sons in July, Metal Textile Corp. in December and lost Puritan Sportswear in February. Television received 59% of the billings, magazines 15%, newspapers and business papers 10% apiece, radio 4% and other media 3%. There are 73 employes in one office. It estimates 1959 volume will be up 15%.

Hixson & Jorgensen, Los Angeles, billed $9,022,442 in 1958, virtually the same as the $9,139,955 reported by the agency for 1957.

New accounts included Toyopet Motor Sales, U.S.A. in March, Tabak of California in September and in December, Servomechanisms Inc. and Pacific Mutual Life Insurance Co. No account losses are reported.

About 20% of the billings went into newspapers, 13% each in outdoor and radio, 12% in television, 11% in business papers, 6% in magazines, 4% in supplements, 2% each in farm publications, transit advertising and point of sale and nearly 14% in other media. The agency has 94 employes in two offices, predicts a 5% rise in 1959 volume.

Charles W. Hoyt Co., New York, dipped below the $10,000,000 bracket last year, reporting 1958 billings of $9,401,000, of which $351,000 was capitalized fees. In 1957 the agency billed $10,092,000 with $142,000 capitalized.

The agency acquired the $250,000 Lufthansa German Airlines account in April, lost and regained the $500,000 Woolite account in December and picked up Beech-Nut Coffee in December. It dropped Charles Gulden Inc., Keyes Fibre Co., Milton Bradley Co., A. S. Harrison (Preen wax) and Cadbury-Fry (export).

In April the agency joined with 12 European agencies to establish Contimart A. G., an international marketing and research company with headquarters in Zurich. In July B. H. Parker, formerly vp and merchandising director of Wilson, Haight, Welch & Grover, joined as assistant to chairman Winthrop Hoyt.

Nearly 30% of the agency's billings went into business papers, newspapers got 23%, magazines and farm publications 19%, radio and television 13%, outdoor and transit 1% and various production charges accounted for nearly 15%. It reports 100 employes in two offices, expects a 10% increase in 1959 volume.

Jackson Associates Inc., Holyoke, Mass., is a newcomer to the over-$5,000,000 ranks, with 1958 billings reported at $6,888,408, compared with 1957 billings of $3,224,062. This is the agency for Adell Chemical Co.'s Lestoil and 98.6% of its billings is in television. Newspapers got nearly 1%, radio and business papers less than 0.5% each. The agency has 24 employes in one office, and predicts a whopping 40% increase in 1959 volume.

Joseph Katz Co., Baltimore, reports 1958 billings of $8,150,000, of which $1,700,000 was in capitalized fees. Revised billings for 1957 are reported at $8,450,000, including $1,850,000 capitalized.

Agency chairman Joseph Katz died Oct. 14, and last month three key executives—Stanley E. Blumberg, Harry Kullen and Gertrude Myers—bought out family interests in the Baltimore office and became owners and equal principals, effective Feb. 1.

Douglas C. Manson, formerly with Benton & Bowles, joined the New York office in May as director of publicity and counsel on public relations. There were no significant account changes. A heavy 40% of the agency's billings went into outdoor, newspapers got 23%, television 18%, radio 8%, point of sale 7%, business papers 3%, transit advertising 1% and magazines 0.5%. The agency has 62 employes in its two offices, predicts a 10% rise in 1959 volume.

Lang, Fisher & Stashower, Cleveland, does not report its billings beyond stating that they are "between $5,000,000 and $10,000,000," the same figure it has reported the previous two years. No account changes are reported. Radio and television got 70% of the billings, publications and printed matter 27%, outdoor and transit 3%. The agency has 52 employes in one office, expects a 10% rise in 1959 volume.

Lewis & Gilman, Philadelphia, does not report its billings and is estimated to have billed about $5,000,000 in 1958, a figure similar to the previous year. It added Stroud & Co. and Henry F. Ortlieb Brewing Co. It has 65 employes in one office.

Earle Ludgin & Co., Chicago, billed an estimated $6,500,000 in 1958, as compared with $13,000,000 in 1957.

VIDEOTAPE™*

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

How to save money with jet-age air freight!

EMERY
AIR FREIGHT
CORPORATION
• WORLD'S FASTEST TRANSPORTATION SERVICE •
DOMESTIC
INTERNATIONAL
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THE JET AGE IS HERE. This means new markets, lower inventory, more sources of supply, if you take full advantage of air freight.

All the more reason why you should know about exclusive Emery Air Freight Service. Any company of any size can use it. Let us tell you how Emery Air Service can fit into your operations—at a real saving to you. Write or call us. We have offices in all major cities.

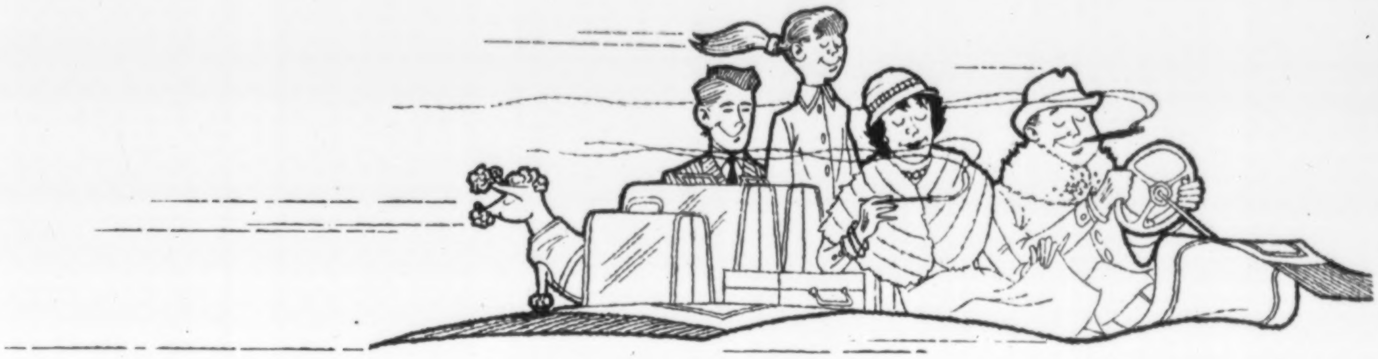
SEE WHAT YOU SAVE!*

	2500 Mi.		1700 Mi.		700 Mi.	
	Emery	Air Express	Emery	Air Express	Emery	Air Express
50 lb.	$23.54	$39.70	$19.38	$28.50	$13.27	$12.50
100 lb.	38.90	77.40	31.20	55.00	19.10	23.00
200 lb.	69.00	154.80	53.00	110.00	29.80	46.00

*Rates apply to most commodities between most major cities.

EMERY AIR FREIGHT CORPORATION

General Offices: 801 Second Avenue, New York 17, N. Y.—Domestic and International Service.



When it comes to VACATIONS

Boston Herald-Traveler readers

live it

UP!

It's a Fact — a New Study Proves It!

More Bostonians who take vacation trips read the Herald-Traveler than any other paper.

A new study of the Greater Boston market by Boston University's Bureau of Business Research reveals Herald-Traveler readers have more money . . . *spend* more . . . for the good things in life — their homes, appliances, cars, investments, leisure-luxury products, travel.

Ask our rep for the facts and figures on this new study — which proves Herald-Traveler readers have a way of Living It UP!

The BOSTON HERALD-TRAVELER

BOSTON'S BASIC BUY

One Contract Delivers the "Big Bulk" in Boston

Represented nationally by: **GEORGE A. McDEVITT COMPANY,** 444 Madison Ave., New York, N. Y.

Travel and resort representative: **HAL WINTER COMPANY,** 7136 Abbott Ave., Miami Beach, Florida

The agency gained *This Week Magazine* (but has since lost it to Sullivan, Stauffer, Colwell & Bayles), the $300,000 Yellow Pages account (Reuben H. Donnelley Corp.) and Plasticsmith Inc. The agency lost the $2,000,000 Zenith radio-tv receiver account and the $1,000,000 Rit products business (Best Foods) last year. Late in 1957 the agency lost the $4,500,000 Helene Curtis Industries business.

Fred Klein, a vp and account supervisor, resigned last fall to join Doyle Dane Bernbach Inc. as head of a new Chicago office.

In April, 1958, John H. Baxter resigned as creative vp and he was followed by six others, including Raymond A. Phelps, vp in charge of marketing development, and Loy R. Lee, merchandising director. The agency is believed to employ 60 persons in one office.

MacFarland, Aveyard & Co., Chicago, did not report its 1958 billings and they are estimated to be about $8,500,000, compared with the $9,000,000 reported by the agency for 1957.

It added seven accounts during the year: Nature's Remedy division of Lewis Howe Co., Perfecto Garcia & Bros., Carl Buddig & Co., Comptometer Corp., Pioneer Engineering & Service, E. W. Kneip and Hild Machine Co. No losses are reported.

Grant Atkinson joined the agency as vp and director of radio and television, Gordon Hendry joined as media director, Walter C. Power was promoted to exec vp and general manager, David W. Stotter to senior vp. Bud Trude left the agency. The agency began a stock participation plan for key people, starting Jan. 1 when the first allotment was made.

Media breakdown was about the same as in 1957 when it was reported as magazines 38%, newspapers and supplements 17%, television 16%, business papers 11%, outdoor and transit 10%, radio 6% and farm publications 2%. The agency has 93 employes and expects 1959 billings to exceed $10,000,000.

McCarty Co., Los Angeles, billed an estimated $8,000,000 in 1958, up from the estimate of $7,000,000 in 1957.

About 80 or 85% of the billings were in business papers. The agency credited the increase to growth of the electronics business and to West Coast industrial growth generally. McCarty reported no significant account changes. The McCarty Co. owns and operates offices in Los Angeles, San Francisco and Chicago. Other offices in New York, Dallas, Seattle and Spokane are operated by separate corporations in which the McCarty Co. has substantial interests. The agency is believed to have about 150 employes.

McConnell, Eastman & Co., Toronto, does not report its billings but they were estimated to be about $9,200,000 in 1958 as compared with an estimated $8,500,000 in 1957. The agency reportedly added 36 accounts last year, including Harold R. Ritchie Co. (drugs and toilet goods), McCulloch of Canada (chain saws and outboard motors), Amalgamated Electric Corp., Canadian Trailmobile, and Silversmiths' Guild of Canada. There were no losses in major accounts. McConnell employs 163 persons in seven offices.

Arthur Meyerhoff & Co., Chicago, billed $8,406,940 in 1958, of which $133,265 was capitalized fees. In 1957, billings were $7,707,560, with $34,401 capitalized.

The agency added Pam Industries in September, it lost the Grant Co. in March, Frontier Refining Co. in September and Louis Milani Foods Inc. in December. Radio, television and talent got 46% of the agency's billings, newspapers 37%, transit and outdoor 9%, magazines 6%, business papers 2% and other media less than 1%. The agency has 90 employes and expects 1959 volume to be about the same.

Monroe Greenthal Co., New York, moved into the $5,000,000 bracket last year with total billings reported at $5,250,000, of which $900,000 was in capitalized fees. This compares with 1957 billings of $4,900,000 with $750,000 capitalized.

It added Blue Coal Corp. in August, United Artists Records in February, United Artists TV in October and The Continental, a Walter Reade restaurant also in October. No losses are reported.

Newspapers got 52% of the billings, radio 18%, magazines 12%, television 6%, outdoor 2%, supplements, business papers and transit advertising less than 1% each and other media 9%. It has 63 employes in one office, expects a 10% rise in 1959 volume.

John F. Murray Co., New York, does not report its billings and they are estimated to have been $5,000,000 in 1958, the same as 1957. Almost all the billings are for Whitehall Pharmacal Co., where the agency maintains its offices. Billings are mainly in print media.

Robert Otto & Co., New York, billed $5,900,000 in 1958, all of it representing business done outside of the United States. Otto, largest of the international-only agencies, billed $5,000,000 in 1957.

The agency added Transcontinental Airlines and lost six clients (Hormel, William Underwood, Cream of Wheat, Diamond Crystal Salt, McIlhenny and Bon Ami) which export through A. E. Chew Co., New York. It resigned the portable typewriter division of Remington Rand International, effective next April 1. Several new accounts were added by overseas offices. Robert A. Grant was appointed general manager of the agency in May.

The media breakdown was: television 25%, radio 23%, magazines 25%, newspapers 21%, point of sale 3%, outdoor 1%, "other"

FOREIGN COIN PROMOTIONS!
Coins and Bills from 1/2¢ up
Send for FREE Catalog or $1 Sample Kit
ROYAL COIN CO., INC.
47-A West 46th St., New York, N. Y.

IN 1958
18% CIRCULATION GROWTH
42% AD REVENUE GROWTH

the NEW Today's Health
the magazine featuring positive living for the American family

The NEW Today's Health . . . new format . . . new editor . . . new editorial policy that interprets health as positive living through better food and housing, more enjoyable leisure, and other activities that make for enriched living.

The NEW Today's Health is a dynamic, growing magazine that sells consumer products. Write for information on the NEW Today's Health story.

Today's Health published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Illinois

Ed

Fifteen years ago, in a small restaurant on Manhattan's Franklin Street, account executive Ed Ridley began the first of over 700 weekly sales promotion meetings with the men who sell White Rose Tea and canned goods. Today, these after-hours meetings have grown into a regular Promotion Committee Program enthusiastically attended by all of White Rose top management from the sales vice-president to the tea buyer. Ed Ridley is typical of the Anderson & Cairns brand of contact man, who becomes intimately involved with every phase of a client's advertising, merchandising and marketing. And Ed wears well, too. He's been the account executive for Seeman Brothers' White Rose products for 28 years—and for the imported wines and spirits of Julius Wile Sons & Co., Inc., since Repeal. Men like Ed have helped Anderson & Cairns demonstrate that in package goods as well as office equipment and soft goods, it is "The Quality Image . . . That Sells!" Are you sure that your public is getting *the most persuasive selling impression* of you and your product? If not, perhaps A & C people like Ed Ridley can help you. Call him today at MUrray Hill 8-5800.

ANDERSON & CAIRNS, INC.
Advertising of Distinction
130 East 59th Street • New York 22, N. Y.

More! More! More!

More and more Baltimore retail food advertisers recognize the importance of the Baltimore News-Post. Consistently, they have placed increased linage in this food medium. The paper that gives you the most complete market coverage.

LOOK AT THE RECORD

Year 1958 vs. Year 1957 **Media Records Figures**

Paper	Year 1958	Year 1957	Comparison
The News-Post	1,345,258	1,340,401	+ 4,857
The Evening Sun	1,611,062	1,739,595	– 128,533
Our Percent Evening Field	45.5%	43.5%	+ 2.0%

The News-Post & Sunday American carried 44.7% of the five-paper total, compared to 42.8% last year . . . an increase of 1.9% of the field.

The News-Post & Sunday American gained 23,174 lines . . . while The Sunpapers, Evening-Morning & Sunday, lost 109,268 lines.

BECAUSE

GREATEST CIRCULATION	Largest daily circulation of any Baltimore newspaper for more than 30 consecutive years.
GREATEST EDITORIAL SUPPORT	Every Thursday—the only regular evening women's food section in Baltimore newspapers.
GREATEST BONUSES	Prudence Penny TV Show every Thursday P. M. on WBAL-TV.
GREATEST MERCHANDISING	Complete market analysis by well trained merchandising personnel. Merchandising facilities include mailings, surveys, and personal calls on the trade—a boost to your product at the point of decision.
GREATEST COLOR	The News-Post has provided color advertising for more than 25 years, including full color.

Yes, Baltimore Has Changed, and the Change Is to The News-Post & Sunday American

THE BALTIMORE NEWS-POST and SUNDAY AMERICAN

Represented Nationally By

Hearst Advertising Service Inc. Offices in 15 Principal Cities

2%. The agency has 192 employes in five offices (150 in the four foreign offices) and expects another 18% gain in volume in 1959.

Potts-Woodbury Inc., Kansas City, reports 1958 billings at $9,083,632, of which $214,907 was capitalized, compared with 1957 figures of $8,657,895 and $123,655. It added Coleman Co. (outing products), Key Work Clothes and Electronic Equipment Co. during the year, reports no losses. Newspapers got 23% of the billings, television 18%, business papers 15%, radio 11%, outdoor 10%, farm publications 7% and other media the remainder. The agency employs 120 people in two offices, and expects a 10% rise in 1959 volume.

Product Services Inc., New York, billed $5,267,000 in 1958, of which $667,000 was in capitalized fees. This is a slight drop from 1957 when billings were $5,400,200, of which $400,200 was capitalized.

The agency added Liftsavers Inc. in February, Monsieur Henri Wines Ltd. in November and Slenderella International in December. It dropped tv billings for Nestle-Lemur Co. in February and lost the $2,000,000 Glamorene Inc. account in June. Increased billings on accounts like Six Months Floor Wax and new accounts reportedly made up most of the difference.

Three-fourths of the agency's billings went into television, 9% in radio, 5% in newspapers, 3% in point of sale and 2% each in magazines and business papers. The agency has 40 employes in one office, expects 1959 volume to be up 30%.

Roche, Rickerd & Cleary, Chicago, reported 1958 billings at $6,129,339, of which $172,000 was capitalized fees. This compares with 1957 billings of $7,831,000, of which $347,000 was capitalized. The agency added Bordo Products Co. in September and American Landrace Assn. this year. No losses were reported. The agency has 60 employes in one office, and expects 1959 volume to rise 10%.

Frank B. Sawdon Inc., New York, did not report its billings and is estimated to have billed about $6,000,000 in 1958. In 1957 the agency reported billings of $6,820,000, of which $40,000 was in capitalized fees.

There were no account changes in 1958, but in January, 1959, agency president Sawdon resigned as vp in charge of sales and advertising for Robert Hall Clothes, his agency's main account, and said he was doing so in order to expand his agency and other interests. First move was the acquisition of F. B. Stanley Advertising, an agency in which Mr. Sawdon has had an interest. Simultaneously, a new agency, Arkwright Advertising, was organized by former Sawdon employes who took with them the Robert Hall account, billing more than $3,000,000.

About 70% of Sawdon's billings went into television, radio got about 15%, magazines and other media the remaining 15%. The agency had two offices and about 25 employes last year.

John W. Shaw Advertising, Chicago, billed $7,200,000 in 1958, compared with $7,000,000 the previous year.

The agency added M. K. Goetz Brewing Co. in February, John Morrell & Co. in August, for meats and cat food and this month it started billing Morrell dog food as well. The Stiffel Co. was lost in April.

Magazines and television divided 74% of the billings evenly, radio and newspapers 10% each, and the remaining 6% went to outdoor. The agency has 63 employes in one office, and estimates 1959 volume will be up 20%.

Kennedy Sinclaire Inc., Montclair, N. J., moved into the $5,000,000 bracket last year with billings reported at $5,733,300, all in capitalized fees. This compares with $4,997,190, all capitalized, reported for 1957.

The agency bills "over 90% direct mail." It added a host of bank accounts during the year, among them: First National Bank of Tampa, San Diego Trust & Savings Bank, First City National Bank of Houston, Toledo Trust Co. and in February, 1959, the Union Bank, Los Angeles. It reported no major accounts lost. It has 41 employes in one office, estimates 1959 volume will be up 15%.

Spitzer & Mills, Toronto, billed an estimated $6,250,000 in 1958, compared with $6,000,000 in 1957.

The agency gained pieces of Dominion government business. It lost the Tea Council of Canada last April, which billed about $300,000. In January, 1958, W. H. Reid, previously managing director and secretary-treasurer, was named president of the agency. He succeeded G. F. Mills, who moved up to board chairman. J. W. Spitzer became vice-chairman. In June, the agency announced the appointment of Glen Jocelyn, previously with MacFarland, Aveyard & Co., Chicago, as creative director. Spitzer & Mills employs 90 persons in two offices.

Stanfield, Johnson & Hill Ltd., Montreal, billed $9,350,000 in 1958, including $234,300 in capitalized fees.

The agency was formed in February, 1958, when Locke, Johnson & Co. merged with Harold F. Stanfield Ltd. In 1957, Stanfield billed about $6,110,000 while Locke, Johnson was not listed in this annual compilation.

Stanfield, Johnson & Hill gained the Canadian Government Travel Bureau, Trans-Canada Airlines and Reynolds Aluminum Co. of Canada. It lost Ogilvie Flour Mills Co.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

WESTERN HORSEMAN

149 Advertising Agencies Placed
167 National Accounts
in Last 16 Issues of
THE WESTERN HORSEMAN

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Anyone can be difrunt....

but difference alone doesn't make good advertising or sales. Clients of Lemarge appreciate this fact. They look to Lemarge for creative services that stress a single goal—active interest resulting in sales.

Direct mail created by Lemarge *is* different . . . but the difference is one of persuasive quality and measurable results . . . the kind of results that keep some of the largest users of direct mail returning to Lemarge again and again.

As the Midwest's largest mechanized producer and processor of direct mail, Lemarge offers its clients a complete range of direct mail services, from the creation of complete mail advertising and sales campaigns, through list production, inserting, addressing and labeling to the final evaluation of returns.

Any or all of these services are available to you —along with the economy possible only through the efficiency and know-how of a Mass Mail specialist.

If your interest demands direct mail advertising that is *different because it works* . . . why not see what Lemarge can do for you? You may consult us without charge or obligation.

LEMARGE

Mailing Service Company, 417 S. Jefferson St., Chicago 7, Ill.

SINCE 1897 BCCo

Barnes-
FINE LETTERPRESS PRINTING PLATES
Crosby
ART AND PHOTOGRAPHY
Company

A. B. RAND, PRESIDENT

320 N. DEARBORN ST. / CHICAGO 10, ILL. / MOhawk 4-5776

When one newspaper
so dominates a contest—
a contest judged by working newspapermen—
that newspaper is one to watch . . .
and to read.

The Chicago American is that newspaper.

Three Chicago American writers
were honored in the news
and feature writing competition.
Five Chicago American photographers
merited seven
of the twelve awards presented,
with one photographer
winning three prizes.

DISTINCTION

The Chicago American Earned 10 Awards for Excellence in Newswriting and Photography in the Illinois Associated Press Competition for 1958

These eight staff members
are representative of the people
who are The Chicago American.
All are highly trained, thoroughly experienced
newspaper men and women with one resolve:
to provide our readers with
the brightest,
most authoritative,
interesting and informative newspaper possible.

The fact that their work
is of prize-winning calibre
is eloquent testimony to
their success
in reaching
this
goal.

THE CHICAGO AMERICAN

CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

Represented nationally by Hearst Advertising Service Inc.

In the merged agency, Elton Johnson became board chairman; Harold F. Stanfield was named president; and Gordon J. Hill became exec vp. Mr. Hill had been vp of Locke, Johnson. Agency billings went into media this way: 30.7% in newspapers, 12% in magazines, 1.8% in supplements, 11.2% in radio, 8.8% in television, 7.1% in outdoor, 5.5% in business papers, 1.5% in farm publications, 0.8% in transit advertising, 0.7% in point of sale and about 20% in other media. The agency employs 127 persons in three offices. It expects a 10% gain in 1959 volume.

Street & Finney, New York, reports 1958 billings at $6,750,000, compared with $6,000,000 reported the year before. It added a new Colgate-Palmolive Co. product, Genie, in August, and Whitehall Pharmacal Co.'s Sperti in January, 1959. No losses are reported. Television got 70% of the billings, supplements 20%, newspapers and radio, 5% each. The agency has 55 employes in one office and expects 1959 volume to be up 15%.

Sweeney & James, Cleveland, does not report its billings and is estimated to have billed about $5,000,000 in 1958, a figure similar to the previous year. The agency bills through newspapers, magazines, radio, television and business papers. Firestone Tire & Rubber Co. is its main account. Volume in 1959 is expected to be "better."

Van Sant, Dugdale & Co., Baltimore, reports 1958 billings of $8,033,587, of which $2,373,995 was in capitalized fees. Billings for 1957 have been revised to $7,355,218, of which $1,545,861 was capitalized fees. They were originally reported to AA as $8,050,000, of which $1,800,000 was capitalized.

The agency added National Guard Bureau in July, National Fruit in September and National Lumber Manufacturers Assn. in November. It lost Maryland Cooperative Milk Producers as of December.

Magazines got 36% of the billings, business papers 27%, newspapers 17%, television 10%, radio 7% and outdoor 3%. The agency has 112 employes in two offices, predicts a 15% rise in 1959 volume.

Wesley Associates, New York, which did not report its billings last year, reports 1958 billings at $7,248,089, of which $856,089 is in capitalized fees. The agency now reports 1957 billings at $5,746,346, of which $758,056 is capitalized fees.

In a good new business year, it added Bridgeport Aerosols in April, Lanvin Parfums and its Antoine division in May, Daggett & Ramsdell Inc. and Chas. Chipman Sons Co. in December, and Puritan Sportswear Corp. and Jaymar-Ruby Inc. in January, 1959. The agency reported no major account losses.

Magazines and television each got 31% of the billings, newspapers 17%, radio 13%, business papers 5%, sales promotion 2% and outdoor 1%. Wesley has 55 employes in one office, expects 1959 volume to rise 25%.

Wherry, Baker & Tilden, Chicago, reports 1958 billings of about $7,000,000, compared with 1957 when they were reported between $6,000,000 and $7,000,000. Squirt-Chicago Bottling Co. was added, although billings did not begin until January, 1959. About 55% of the billing is in broadcast media, the remainder in print. The agency has one office, employs 60 people and expects a gain in 1959 billings.

123 Agencies Billed $1-5,000,000 in 1958

Total Rises Sharply from 97 Agencies that Reported in 1957

NEW YORK, Feb. 19—In 1958, 123 agencies in the $1-5,000,000 billings bracket reported their billings to ADVERTISING AGE, compared with 97 in 1957.

All figures shown in this report were volunteered by responding agencies. It ought to be clearly understood that the accompanying lists are not complete and do not pretend to be. They represent—as does the bracket which follows this section, containing agencies with billings of less than $1,000,000—agencies which voluntarily reported their figures to AA.

▪ In the brackets of $5,000,000 or more, the report is as complete as AA could make it—and involved personal contact, cross-checking and investigation, as well as questionnaires. In some cases, it involves an AA estimate, as none of the following reports do. It is believed that the higher brackets contain every agency which the editors believe billed $5,000,000 or more in 1958, in both the U.S. and Canada.

In this bracket, a substantial number of agencies billed less than they did in 1957. A preliminary count indicated that 82 agencies billed more than in the previous year, 19 billed less, three billed the same, and that the figures for 11 were not comparable.

It is somewhat striking that the higher-billing agencies in this group tended to show decreases in billing.

▪ In general, this group of agencies is optimistic. The largest single group (18) looks for a 10% increase in '59 volume; a group of 16 looks for a 20% increase; a group of 15 looks for the same volume, 11 think a volume gain of 25% is coming. Only one agency looked for smaller volume in 1959, against seven which thought more than 50% increases were indicated for '59.

William Hart Adler Inc., Chicago, billed $1,983,700 in 1958, of which $569,800 represented capitalized fees. Comparable figures in 1957 were $1,907,000 and $534,000. During the year, the agency added Shure Bros., MPM Corp., and B. Heller & Co.; it lost none.

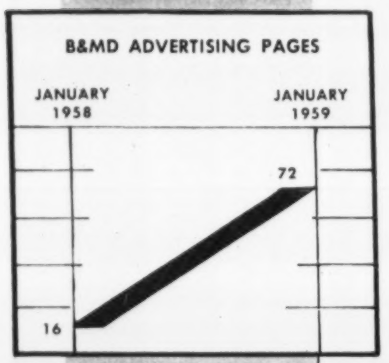
BOAT & MOTOR DEALER
MERCHANDISING • SERVICE • SELLING
SELLING BOATING IN THE SUNSHINE STATE
SERVICE MEANS SALES
HOW TO BE A PROFESSIONAL SALESMAN PART FOUR
HOW TO MAKE MARKDOWNS PROFITABLE

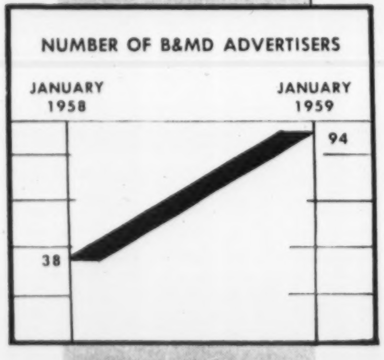
The only exclusive dealer magazine in the field subject to audit by a national circulation auditing firm

VAC

IT TAKES A PRO— TO SELL BOATING

300% GAIN IN ADVERTISING





and BOAT & MOTOR DEALER is making professional salesmen out of 16,600 dealers through its exclusive SALES TRAINING program.

Six times a year, the men who sell turn to B&MD for professional instruction in selling boats and marine equipment. They know that BOAT & MOTOR DEALER is the one publication dedicated to helping them make sales by showing them *how to sell.*

Intense dealer interest in BOAT & MOTOR DEALER's salesmanship features and other regular features has jumped the demand for B&MD by over 25% in one year. Print order for the current issue was increased to over 20,000 copies to meet the ever-increasing demand for the new, modern dealer magazine in the booming boating industry. An average of over 6,000 reprints have been ordered for each of the sales training features published thus far.

More and more advertisers are recognizing that this top dealer readership pays off in extra sales. Advertising for the January issue is *up 56 pages* over the same issue last year; 90 advertisers have already placed a total of over 60 pages in the coming March issue.

Such unprecedented growth in reader demand and advertiser acceptance reflects the importance of B&MD in building sales. If you sell boats or marine equipment, your advertising belong *first* in the exclusive dealer-training magazne of the industry.

WRITE—for reprints of B&MD's sales training features, and see how they can help you sell more by helping dealers sell better.

Reaching over 16,600 Selected Marine Dealers

BOAT & MOTOR DEALER

Published by Publishers Development Corporation
publishers of GUNS MAGAZINE and SHOOTING GOODS RETAILER

8150 North Central Park Avenue
Skokie, Illinois
NEW YORK: E. L. Pollock & Associates
SAN FRANCISCO: The Robert W. Walker Company

Psst...

All maligned three-button,
grey-flannel-suited, martini-
drinking, crew-cut commuters
between exurbia and Mad Ave:

You get even in

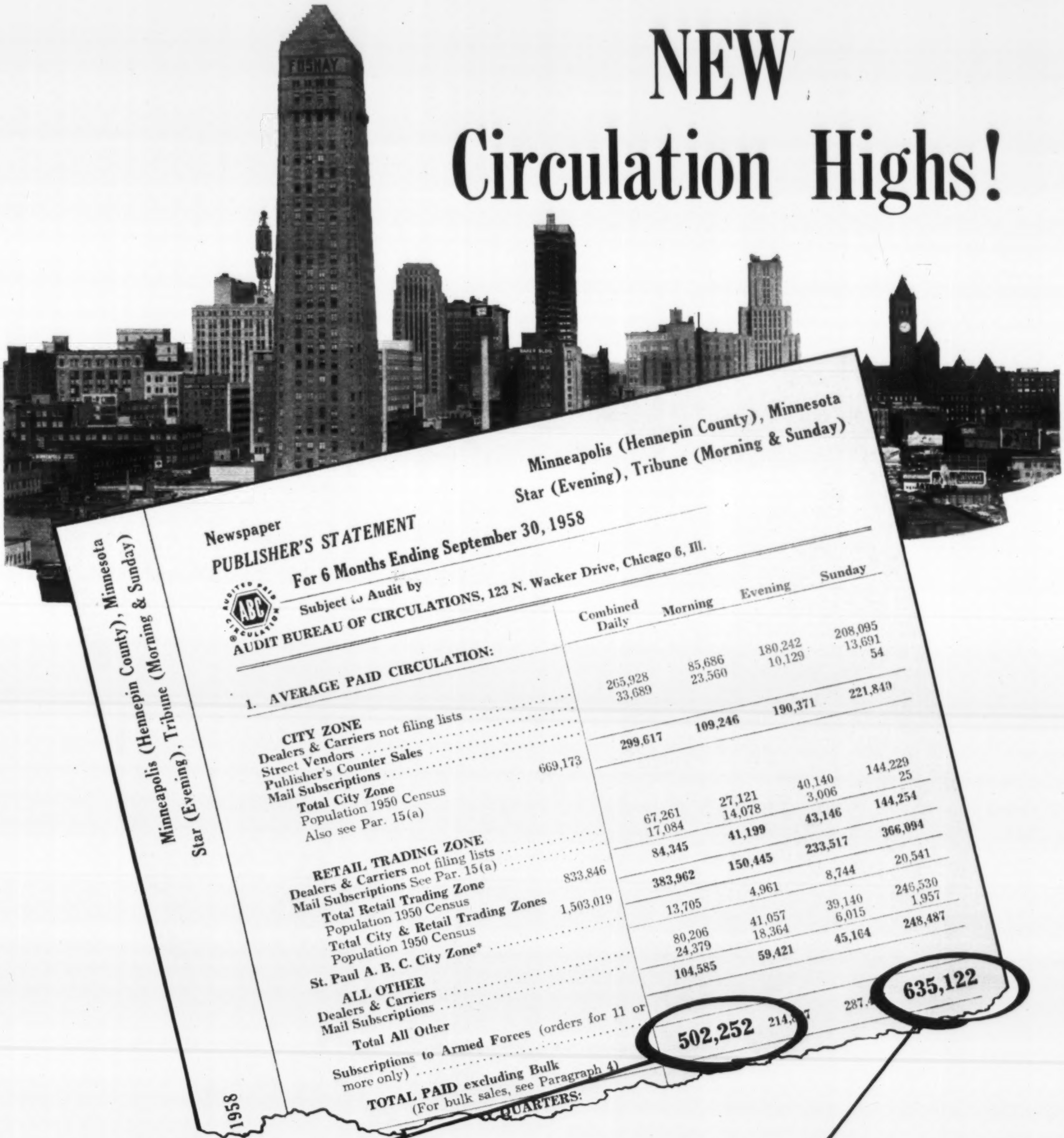
THE HUCKSTER'S REVENGE

By FRED MANCHEE. Illustrated by *Alphonse Normandia*

At all bookstores, $3.95

THOMAS NELSON & SONS

NEW
Circulation Highs!



Minneapolis (Hennepin County), Minnesota
Star (Evening), Tribune (Morning & Sunday)

Newspaper
PUBLISHER'S STATEMENT
For 6 Months Ending September 30, 1958
Subject to Audit by
AUDIT BUREAU OF CIRCULATIONS, 123 N. Wacker Drive, Chicago 6, Ill.

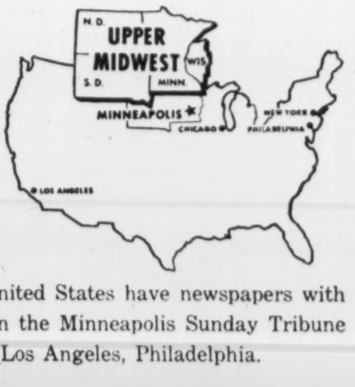
		Combined Daily	Morning	Evening	Sunday
1. AVERAGE PAID CIRCULATION:					
CITY ZONE					
Dealers & Carriers not filing lists		265,928	85,686	180,242	208,095
Street Vendors		33,689	23,560	10,129	13,691
Publisher's Counter Sales					54
Mail Subscriptions					
Total City Zone		**299,617**	**109,246**	**190,371**	**221,840**
Population 1950 Census Also see Par. 15(a)	669,173				
RETAIL TRADING ZONE					
Dealers & Carriers not filing lists		67,261	27,121	40,140	144,229
Mail Subscriptions See Par. 15(a)		17,084	14,078	3,006	25
Total Retail Trading Zone		**84,345**	**41,199**	**43,146**	**144,254**
Population 1950 Census	833,846				
Total City & Retail Trading Zones		**383,962**	**150,445**	**233,517**	**366,094**
Population 1950 Census	1,503,019				
St. Paul A. B. C. City Zone*		13,705	4,961	8,744	20,541
ALL OTHER					
Dealers & Carriers		80,206	41,057	39,140	246,530
Mail Subscriptions		24,379	18,364	6,015	1,957
Total All Other		**104,585**	**59,421**	**45,164**	**248,487**
Subscriptions to Armed Forces (orders for 11 or more only)					
TOTAL PAID excluding Bulk (For bulk sales, see Paragraph 4)		**502,252**	214,	287,4	**635,122**

QUARTERS:

1958

DAILY now more than
500,000

SUNDAY now more than
635,000



Only the 4

largest cities in the United States have newspapers with larger circulations than the Minneapolis Sunday Tribune —New York, Chicago, Los Angeles, Philadelphia.

Minneapolis
Star *and* Tribune
EVENING MORNING & SUNDAY

MORE THAN 500,000 DAILY • 635,000 SUNDAY

JOHN COWLES, *President*

Media breakdown: newspapers 4%, magazines 21%, supplements 5%, tv 7%, outdoor 2%, business papers 44%, point of sale 6%, "other" 11%. It has 22 employes in one office and expects 1959 volume to be about the same as 1958.

R. H. Alber Co., Los Angeles, billed $1,015,668 in 1958, of which $62,602 represented capitalized fees. Of the total billed, $92,781 represented business done outside the U.S. Comparable figures in 1957 were $1,401,249, $114,602 and $123,701. The agency reported that it neither added nor lost accounts in '58. Media breakdown was: newspapers 2%, radio 94%, television 4%. The agency has six employes and expects its 1959 volume to be up 5%.

Arnold & Co., Boston, billed $1,348,000 in 1958, of which $350,000 was in capitalized fees. Last year the agency billed $1,008,000, of which $217,000 was capitalized fees. The agency added J. M. Fields Department Stores and Adage Inc. and lost Marum Hosiery Co. Media breakdown was: radio 30%, television 22%, newspapers 18%, magazines 16%, business papers 4%, outdoor 4%, point of sale 2% and others 4%. The agency has 21 employes in one office, and expects business to be up 20% in 1959.

Associated Advertising, Wichita, billed $1,345,000 in 1958, of which $200,000 represented capitalized fees. Comparable figures in 1957 were $1,319,000 and $319,000. During the year it added Bob Moore Oldsmobile, Valentine Manufacturing, Safeway Stores (regional), RCA Distributors, and Kitty Clover Potato Chips; it lost Beech Aircraft Corp. Media breakdown: newspapers 8%, radio 8%, tv 20%, outdoor 2%, business papers 46%, farm publications 6%, direct mail 10%. The agency has one office with 16 employes, and expects 1959 volume to be up 10%.

Aylin Advertising Agency, Houston, billed $1,330,800 in 1958, of which $612,000 represented capitalized fees. In 1957, comparable figures were $1,128,900 and $449,900 New accounts included American National Bank, Austin, Southwestern Graphite Co., Clarke Printing Co. and Turbiville Motors. The agency lost Clarke & Courts. Media breakdown was: newspapers 14%, magazines 5%, radio 11%, television 24%, outdoor 5%, business papers 19%, point of sale 1%. The agency has 19 employes in two offices, and expects its 1959 volume to be up 10%.

Baer, Kemble & Spicer, Cincinnati, billed $1,101,700 in 1958, of which $506,800 was in capitalized fees. In 1957 comparable figures were $1,276,700 and $463,700. It added Campbell-Hausfeld Co., Union Starch & Refining, Standard Electrical Tool Co., Hyde Park Savings & Loan Co. and Fullmer Machine Tool Co. No account losses were reported. Its media breakdown was business papers 50%, newspapers 22%, magazines 19%, television 4%, radio 2%, outdoor 2%, and transit 1%. The agency has 16 employes in one office, and expects business to be about the same in 1959.

Herbert Baker Advertising, Chicago, billed $1,300,000 in 1958, of which $700,000 was in capitalized fees. The agency billed $1,000,000 in 1957. It added Electro-Voice and Happiness Tours and reported no account losses. Media breakdown was: newspapers 25%, magazines 15%, point of sale 5%, business papers 5% and others 50%. It has 12 employes in one office, and expects business to be up 20% in 1959.

Frederick E. Baker & Associates, Seattle, billed $2,315,046 in 1958, of which $708,837 represented capitalized fees. In 1957, comparable figures were $1,785,825 and $568,786. It reported no account changes. Media breakdown was: newspapers 43%, radio and tv 25%, outdoor 12%, transit advertising 5%, "other" 15%. The agency has 28 employes and expects its 1959 volume to be about the same as in '58.

Barnes Chase Co., San Diego, billed $2,509,000 in 1958, of which $360,000 represented capitalized fees. Comparable figures in 1957 were $1,914,000 and $253,000. During the year it added Convair's San Diego division, Convair Astronautics, Stromberg Carlson's San Diego division and San Diego Gas & Electric Co.'s gas division; it lost Circle Realty, General Atomic, Non-Linear Systems and Marvin K. Brown Cadillac. It has 31 employes in three offices and expects 1959 volume to be up 25%.

Batz-Hodgson-Neuwoehner Inc., St. Louis, billed $1,816,746, including $93,186 in capitalized fees, in 1958. The 1957 total was $1,564,405, including $119,260 in fees.

Batz added the Joy Mfg. Co. and Reliable Life Insurance Co. It lost Bettendorfs. Billings were invested as follows: 3% in newspapers, 5% in radio, 23% in television, 4% in outdoor, 60% in business papers, 1% in farm publications, 1% in transit advertising, 1% in point of sale and 2% in literature and printed materials. Batz employs 30 persons in one office. It expects a 5% gain in '59 volume.

Bishopric-Green-Fielden, Miami, billed $2,650,000 in 1958. In 1957 it billed $2,300,000. The agency reported no breakdown on its capitalized fees. It added Lawnlite Co. and Americana Hotel, and reported no account losses. Media breakdown was: newspapers 36%, magazines 10%, radio 8%, television 17%, outdoor 5%, business papers 8%, "other" 14%. The agency has 39 employes in two offices and expects its 1959 volume to be up about 20%.

Bonsib Inc., Ft. Wayne, billed $1,055,739.49 in 1958, of which $543,456.35 represented capitalized fees. Comparable figures in 1957 were $955,355.28 and $567,437.83. During the year the agency added Apsco, Brock Mfg. Inc., Ralph Sechler & Son and Weatherhead Co., and reported no accounts lost. Its media breakdown was: newspapers 10%, magazines 20%, radio 2%, tv 12%, outdoor 7%, business papers 48%. It has one office with 18 employes and expects 1959 volume to be up 10%.

Charles Bowes Advertising, Los Angeles, billed $1,344,868 in 1958, of which $990,428 was capitalized fees. In 1957 it billed $1,879,711, of which $1,497,368 was capitalized. The agency added American Savings & Loan Assn. in June, Treasure Tones paint in November. Business papers got 68% of the billings, newspapers 21%, magazines 5%, radio and outdoor 3% each. There are 17 employes in one office and a 30% increase is foreseen for 1959 billings.

Bradley, Venning, Hilton & Atherton Ltd., Toronto, billed $1,500,000 in 1958, including $200,000 in capitalized fees. In 1957, the agency billed $750,000, including $100,000 in fees.

The agency added Inter-American Drug Research, International Packers and Stephens Paints. It reported no account losses. Agency billings went into media as follows: 20% into newspapers, 15% into magazines, 20% into radio, 17% into television, 4% into outdoor, 15% into business papers, 5% into farm publications, 2% into point of sale and 2% into other media. Bradley employs 17 persons in one office and expects a gain of 50% in 1959 volume.

Breithaupt, Milsom Ltd., Toronto, billed $4,000,000 in 1958 and $2,500,000 in 1957. No account losses or gains were reported during 1958. The agency has 62 employes in three offices, and expects 1959 billings to be up 40%.

Harry P. Bridge Co., Philadelphia, billed $1,121,056 in 1958, of which $266,800 was in capitalized fees. No account losses or gains were reported. Media breakdown was: business papers 90%, magazines 5% and newspapers 5%. The agency has 16 employes in one office, and expects business to be up 20% this year.

S. M. Brooks Advertising, Little Rock, billed $1,488,811 in 1958 compared with $1,420,632 in 1957. It neither gained nor lost an account during the year. Media breakdown: newspapers 57%, magazines 1%, supplements 1%, radio 5%, tv 29%, outdoor 5%, business papers 1%, farm publications 1%. The agency has one office with eight employes, and expects '59 volume to be about the same as '58.

Burdick & Becker, New York, billed $2,933,847 in 1958, of which $1,630,968 represented capitalized fees. In 1957, comparable figures were $1,251,960 and $448,283. During the year the agency added Bristol Laboratories, Sandoz Pharmaceutical division of Sandoz Inc., and the Winthrop Laboratories division of Sterling Drug Co.; B&B reports it lost no accounts. The agency invests all of its billings in medical publications. It has 35 employes and expects its 1959 volume to be up about 30%.

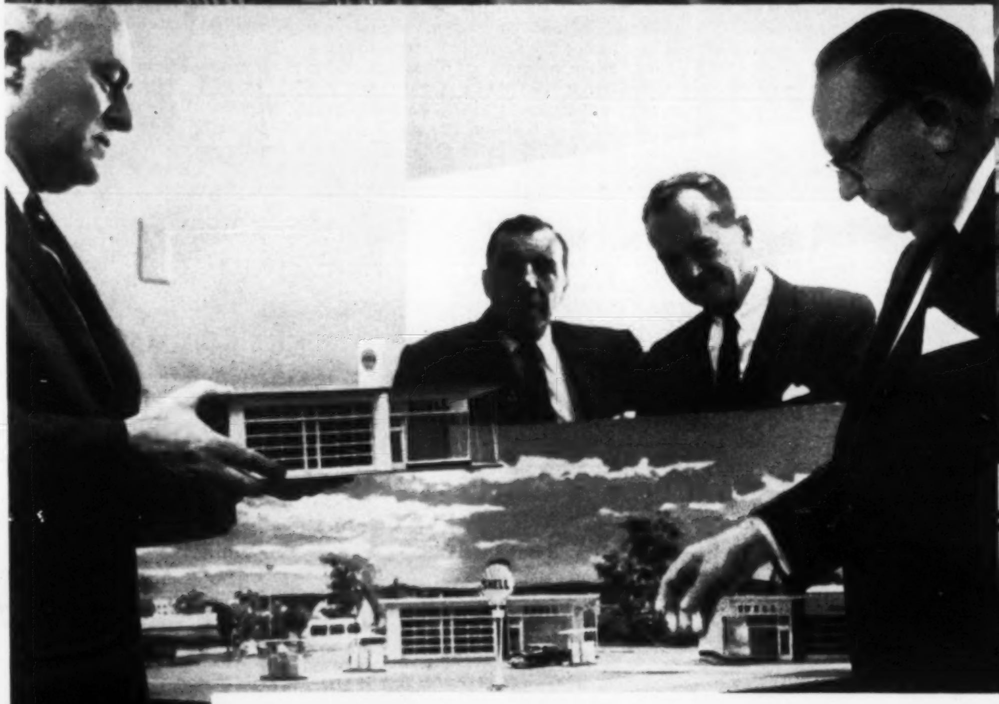
Byer & Bowman Advertising Agency, Columbus, O., billed $3,025,802 in 1958, of which $1,337,469 represented capitalized fees. Comparable figures in 1957 were $3,191,887 and $1,525,403.

During the past year it added Hart Mfg. Co., Jewel Builders, McElroy, Minister, McClure & Kientz, and Quad Inc., and lost

VIDEOTAPE™*
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

1st in the Twin Cities
MOVIE SPECTACULAR
Paramount • MGM • Warner Bros. • United Artists
Sunday through Saturday
42.7
SHARE OF AUDIENCE
STATION B 22.9%
STATION C 17.9%
STATION D 13.6%
December ARB 10 PM - MIDNIGHT
Ask your Katz man for further substantiating Trendex and ARB coincidental ratings. He also has complete information on remaining minute availabilities in "Movie Spectacular."
ABC-TV 11 WTCN-TV
MINNEAPOLIS - ST. PAUL

LET YOUR SHELL SALESMAN FOR FURTHER DETAILS



the world of Ollie Minor...

an oil marketing management man in a 15 billion dollar market

OLLIE F. MINOR is manager of retail sales for Shell Oil Company—a man many salesmen would give their eye teeth to sell. Why? Because Ollie supervises sales to 23,000 U. S. service stations that handle Shell products.

Ollie's world includes oscilloscopes for tune-up work . . . merchandising research boards . . . new station locations and designs . . . training centers . . . TBA (Tires, Batteries & Accessories) merchandising . . . automotive lubricants . . . antifreezes and specialty products . . . credit programs . . . and the many, many other ideas and tools required to market service station products.

Oil marketing management men like Ollie are primarily responsible for the $15-billion of service station retail sales last year. That $15-billion, by the way, represented 7.5% of all retail sales. Oil companies, together with oil jobbers and other independents, comprise a major market for pumps, hose, meters, tanks, compressors and all other oil marketing equipment. This is also the world's biggest market for tires, batteries and automotive accessories.

If your company (or client) has a stake in this market, you'll want to know about National Petroleum News . . . because its 18,460 paid circulation provides unique coverage of readers like Ollie Minor. Your NPN representative will be glad to give you all the details on the world of oil marketing and how to reach it through National Petroleum News . . . for 50 years the magazine for oil marketing management.

National Petroleum News ABP All paid ABC audited circulation

A McGRAW-HILL PUBLICATION
330 West 42nd Street, New York 36, N. Y.

Barnebey-Cheney Co., Buckeye Potato Chip Co., and Huber Homes. Media breakdown was: newspapers 19%, magazines 31%, radio 10%, television 22%, outdoor 5% and "other" 13%. It has 44 employes and expects its 1959 volume to be up about 9%.

J. M. Camp & Co., Wheaton, Ill., billed $2,000,000 in 1958 and $1,750,000 in 1957. In 1958 it added the Evangel Hour and lost Chapel of the Air. Its media breakdown was radio 85%, newspapers 7%, television 5% and magazines 3%. It has 10 employes in three offices, and expects 1959 billings to be about the same.

Cayton Inc., New York, billed $3,747,000, of which $732,000 was capitalized fees and $130,000 foreign billings, in 1958. In 1957, comparable billings were $3,595,000, with $715,000 capitalized and $105,000 foreign. The agency added the New York, New Haven & Hartford Railroad in February, Aldon Industries, National Games Inc. and Morris Plastics Inc., all in July. Television got 45% of the billings, business papers 18%, newspapers 14%, point of sale 10%, magazines 8%, radio 3% and supplements 1%. There are 29 employes in one office and 1959 business is expected to rise 10%.

Clarke, Dunagan & Huffhines, Dallas, billed $1,001,000 in 1958, of which $126,000 was in capitalized fees. In 1957 comparable figures were $490,000 and $90,000. It added Light Crust Flour and General Electric's Southwest appliance and tv account. No account losses were reported. Media breakdown was: newspapers 35%, radio 28%, television 20%, point of sale 5%, business papers 5%, outdoor 3%, magazines 2% and farm publications 2%. It has 12 employes in one office, and expects business to be up 100% in 1959.

Sidney Clayton & Associates, Chicago, billed $1,332,519 in 1958, of which $847,607 was in capitalized fees. Comparable figures in 1957 were $1,122,016 and $600,300. The agency added Howard Miller Clock Co., Lighting Products and Lantz Mfg. Co. and lost Panellit Inc. Media breakdown was: sales promotion 49%, business papers 48% and radio 3%. It has 19 employes in one office, and expects business to be up 20% in 1959

Cole, Fischer & Rogow, New York, billed $4,050,000 in 1958, of which $450,000 represented capitalized fees. In 1957, comparable figures were $2,110,000 and $260,000. During the year the agency absorbed Esmond Associates, and its client list, including Webb & Knapp, Spencer Taylor Hotels, Drake Hotel, Solar Electric Co. and Wm. A. White Real Estate & City Title Insurance. Larry Esmond became president of Cole, Fischer & Rogow and Art Moss, from Esmond, was named exec vp. Cole, Fischer added Sante Fe Wine Co., Bon Ami Co., and Hires Co. (West Coast); it reports no accounts lost. Media breakdown was: newspapers 15%, magazines 10%, supplements 5%, radio 27%, television 27%, outdoor 4%, business papers 5%, transit advertising 2% point of sale 5%. It has 45 employes in two offices and expects 1959 volume to be up about 50%.

Commerce Advertising Agency, New York, billed $1,020,000 in 1958, of which $240,000 represented capitalized fees. Comparable figures for 1957 were $1,340,000 and $240,000. The agency placed the bulk of its billings in newspapers and business papers. It has 10 employes and expects a volume increase of 28% for 1959.

Davis, Parsons & Strohmeier, New York, billed $1,082,087 in 1958, of which $363,155 was in capitalized fees. Comparable figures in 1957 were $889,158 and $379,003. No account losses or gains were reported. It has 12 employes in one office, and expects 1959 billings to be up 10%.

De Garmo Inc., New York, billed $1,008,453 in 1958, of which $297,081 represented capitalized fees. In 1957, comparable figures were $843,794 and $200,703. It added Eastern Aircraft Products Corp., and Bailey, Green & Elger, and lost Carlton Motors Corp. Its media breakdown was newspapers 40%, magazines 60%. It has 12 employes and expects '59 billings to be about the same as in '58.

Dillon-Cousins & Associates, New York, billed $1,600,000 in 1958. In 1957 the figure was $1,300,000. The agency added U.S. Rubber in Cuba in 1958. No account losses were reported. Billings breakdown was: radio 40%, newspapers 20%, television 20%, magazines 10%, outdoor 5%, and movie screens 5%. The agency has 70 employes in two offices, and expects 1959 volume to be up 10%.

Fairfax Inc., New York, billed $3,846,000 in 1958, of which $346,000 was in capitalized fees. In 1957 comparable figures were $4,000,000 and $400,000. The slight billings decline occurred during the first six months of 1958, when several clients cut back budgets temporarily, the agency reported. Billings for the last half of the year ran 10% above the 1957 level. The agency added Kam-Kap, Tri-Wheel Trucks, U.S. Glass Co., Gill Netters Salmon, Flowerama and Hotel New Yorker and lost Lewis & Conger. Media breakdown was: newspapers 30%, magazines 30%, television 25%, supplements 5%, radio 5% and business papers 4%. It has 30 employes in one office, and expects 1959 billings to be up 10%.

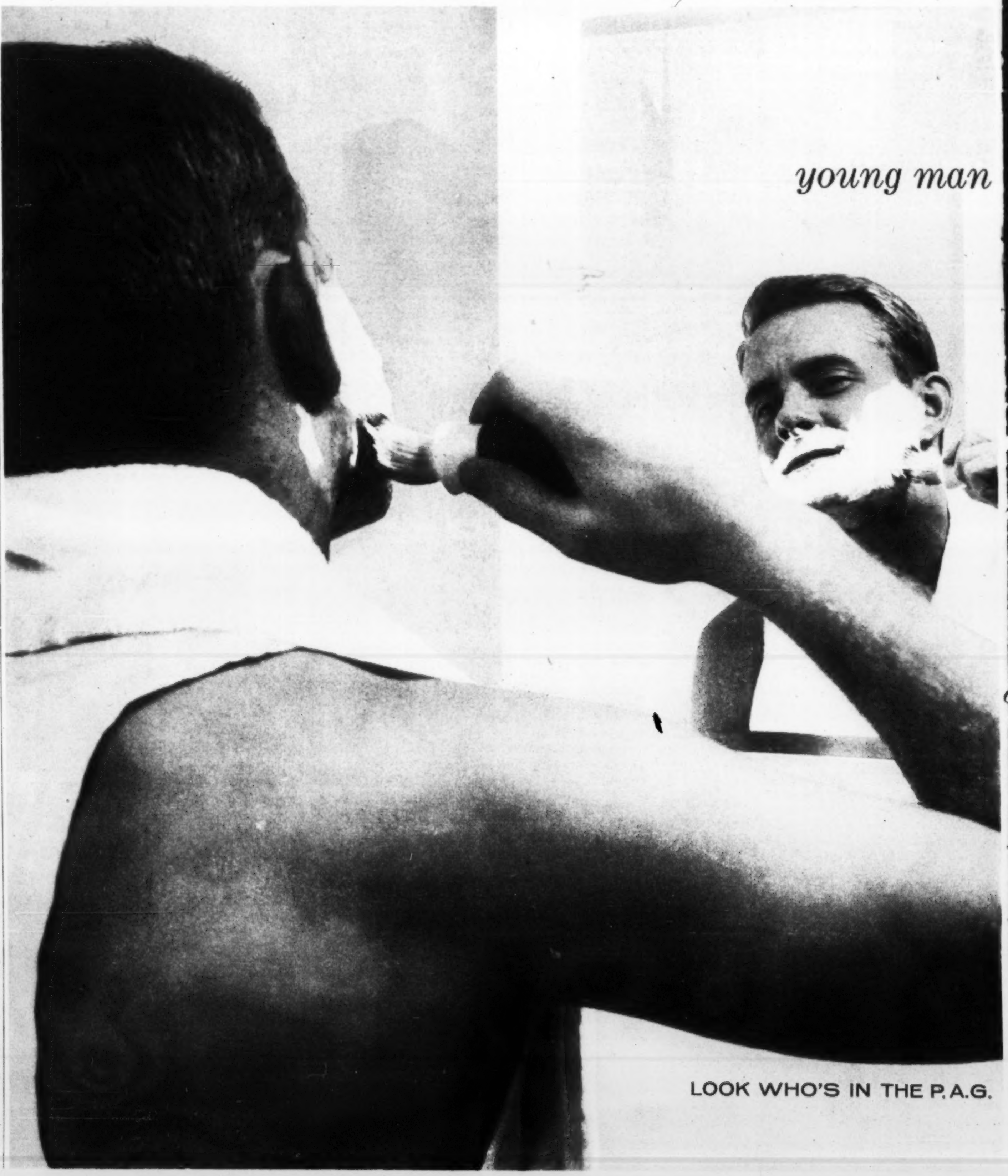
Vance Fawcett Associates, Honolulu, billed $1,016,000 in 1958, of which $473,000 represented capitalized fees. Comparable figures for 1957 were $860,000 and $376,000.

The agency added Hawaiian Sugar Planters Assn. and Pineapple Companies of Hawaii; no important accounts were lost. Newspapers got 40% of the agency's billings, television 30%, radio 15%, magazines 5%, business papers 4%, transit advertising 4% and point of sale 2%. The agency has 15 employes and expects volume will be up about 15% in 1959.

Fessel-Siegfriedt Advertising, Louisville, billed $1,019,173 in 1958, of which $389,369 was in capitalized fees. It added Samuels & Co., Dallas; American Dairy, Evansville, Ind., and Standard Provision Co., Birmingham. It lost Ohse Meat Products. Media breakdown was: outdoor 41%, newspapers 22%, radio 12%, point of sale 11%, television 8%, magazines 4%, farm publications 1% and transit advertising 1%. It has 12 employes in one office, and expects 1959 billings to be up 21%.

Fischbein Advertising Inc., Minneapolis, billed $1,070,000 in 1958, of which $270,000 represented capitalized fees. In 1957, comparable figures were $900,000 and $250,000. No account changes were reported. Media breakdown was: newspapers 18%, magazines 10%, supplements 1%, radio 15%, television 20%, outdoor 5%, business papers 20%, farm publications 1%. The agency has 14 employes, and expects a 10% increase in volume in 1959.

M. M. Fisher Associates, Chicago, billed $1,021,000 in 1958, of which $306,000 was in capitalized fees. The agency billed $683,702 in 1957. It added Dark Eyes Inc. and Miller Builders. No account losses were reported. Media breakdown was: television 30%, newspapers 25%, radio 20%, magazines 10%, outdoor 5%, business papers 5%,


young man
LOOK WHO'S IN THE P.A.G.

point of sale 3% and transit advertising 2%. It has 40 employes in one office, and expects business to be up 40% in 1959.

E. M. Freystadt Associates, New York, billed $1,255,124, including $60,910 in capitalized fees, in 1958. The 1957 total was $1,286,585, including $56,304 in capitalized fees. The agency last year added Captains Club and Society of Plastics Industries. It lost Kearfott Corp. Billings were invested as follows: 12% in newspapers, 21% in magazines, 5% in radio, 2% in television, 10% in outdoor, 36% in business papers, 6% in farm publications and 8% in point of sale. The agency employs 17 persons in one office and expects a 10% gain in 1959 volume.

Friend, Reiss Advertising Inc., New York, billed $4,197,766 in 1958, including $298,000 in capitalized fees, as compared with 1957 billings of $4,783,240, including $200,000 in fees. During the year the agency added three accounts, DuMont TV & Radio Corp., Emerson Radio & Phono Corp. and Grosset & Dunlop, while losing two, Shirtcraft Corp. and Solar Steel. Billings went this way: newspapers 16.05%, magazines 23.3%, radio and television 17.4%, outdoor 2.76%, business papers 16.4% and others 13.7%. The agency employs 43 people in one office and expects a 20% increase in 1959 volume.

Harry M. Frost Co., Boston, billed $2,008,977 in 1958, of which $205,999 was in capitalized fees. Comparable figures for 1957 were $1,938,355 and $217,121. The agency added New England Art Publishers and reported no account losses. Media breakdown was: periodicals 67%, radio 14%, television 9% and outdoor 7%. It has 37 employes and expects business to be up 20% in 1959.

Gamut Inc., Garden City, N. Y., billed $1,194,399 in 1958, of which $1,058,420 was in capitalized fees. Comparable figures in 1957 were $1,112,369 and $882,740. The agency added E. J. Korvette Furniture Centers, Paramount Engineering Corp. and Remington Aluminum Corp. It lost Russel E. Lowell Inc. Media breakdown was: newspapers 63%, direct mail 23%, supplements 5%, transit advertising 4%, outdoor 1%, business papers 1%, point of sale 0.9%, and radio 0.1%. The agency has 17 employes in one office, and expects 1958 business to be up 45%.

Garfield-Linn & Co., Chicago, billed $2,457,000 in 1958, of which $1,483,000 represented capitalized fees. Comparable figures for 1957 were $1,500,000 and $800,000.

The agency placed 33% of its billings in business papers, 27% in newspapers, 15% in television, 16% in magazines, 4% in supplements, 3% in radio, 2% in outdoor. It has 24 employes in two offices and expects volume to be up 25% in 1959.

Gaynor & Ducas, New York, billed $3,728,654 in 1958, of which $1,810,443 represented capitalized fees. Comparable figures for 1957 were $3,446,260 and $1,743,555.

The agency added General Precision Laboratories, Kearfott Co., Medal Distilled Products (Mellwood bourbon) and Space Technology Laboratories; Crowley's Milk Co. was dropped this month. Media use broke down as follows: magazines 45%, newspapers 15%, business papers 10%, and 5% each for radio, television, outdoor, farm publications, point of sale and "other." The agency has 49 employes in two offices and expects a 14% gain in volume in 1959.

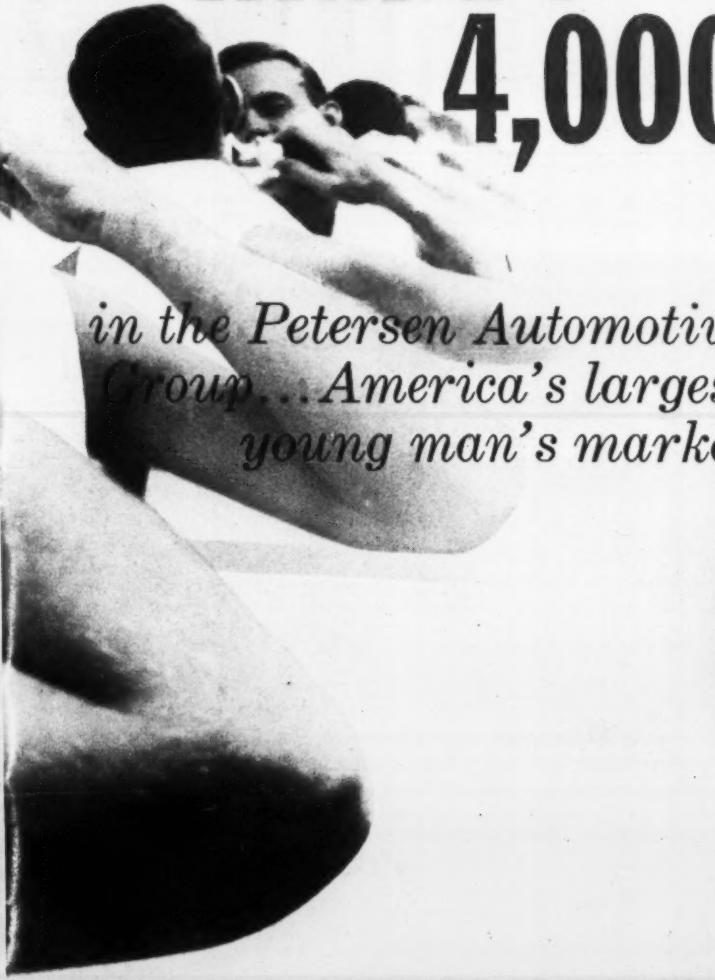
W. B. Geissinger & Co., Los Angeles, billed $1,258,000 in 1958 as compared with $1,050,900 in 1957. No accounts were gained or lost last year. Billings were invested: 25% in newspapers, 50% in magazines, 3% in supplements, 13% in radio, 6% in television and 3% in business papers. The agency employs 11 persons in one office. It expects a 10% volume gain in 1959.

Getschal Co., New York, billed $2,420,000 in 1958, of which $750,000 was in capitalized fees. In 1957 comparable figures were $2,020,000 and $600,000. It added Sunset Stores, Flushing, N. Y., and Hotel Montmartre, Miami Beach. No account losses were reported. Its media breakdown was: radio 30%, television 30%, newspapers 20%, magazines 10%, business papers 5% and "other" 5%. It has 14 employes in one office, and expects business to be up 20% in 1959.

Gillham Advertising, Salt Lake City, billed $2,200,000 in 1958. In 1957 its billings totaled $2,135,000. No account losses or gains were reported. Media breakdown was: newspapers 50%, television 25%, radio 10%, outdoor 10%, and point of sale 5%. The agency has 27 employes in one office, and sees 1959 about 5% better than 1958.

Givens-Davies Advertising Agency, Boise, Idaho, billed $1,102,300 in 1958, of which $584,700 represented capitalized fees. Comparable figures in 1957 were $930,800 and $532,500. The agency reported no account changes in '58. Media breakdown was: newspapers 20%, magazines 19%, radio 10%, television 35%, outdoor 4%, business papers 2%, farm publications 3%, point of sale 5%. The agency has 14 employes in two offices, and expects 1959 volume to be up 15%.

Charles Anthony Gross Advertising Agency, Miami, billed $2,337,570 in 1958, of which $365,000 represented capitalized fees. Comparable figures in 1957 were $2,750,250 and $500,000. During the



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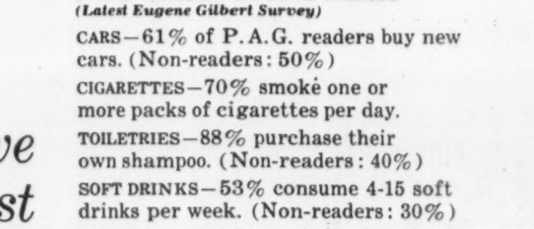
TOILETRIES—88% purchase their own shampoo. (Non-readers: 40%)

SOFT DRINKS—53% consume 4-15 soft drinks per week. (Non-readers: 30%)

CLOTHES—94% buy suits by brand name. Dress shirts—95%. Belts—88%.

HOBBIES—8% own outboard power boats. (Non-readers: 7%)



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past year the agency added Cadillac Hotel, Miami Beach, CDA-Dominican Airlines, and Swedish Boating, Annapolis, Md. It lost Jamaica Tourist Board, and Boca Raton Hotel. Media breakdown was: newspapers 50%, magazines, 25%, radio 1%, television 2%, business papers 1%, point-of-sale and other 0.5% each. The agency has 32 employes and expects its 1959 volume to be up about 15%.

Godwin Advertising Agency, Jackson, Miss., billed $2,561,179 in 1958, of which $935,483 represented capitalized fees. In 1957, comparable figures were $2,658,807 and $1,142,891. The agency reported no account changes. Media breakdown was: newspapers 33.3%, magazines 6.9%, radio 11%, outdoor 6.4%, business and farm publications 12.3%, mechanical production 30.1%. Godwin has 47 employes in three offices, and expects 1959 volume to be up 8%.

Gore Smith Greenland Inc., New York, billed $2,430,219 in 1958, of which $1,391,334 represented capitalized fees. Comparable figures in 1957 were $3,112,000 and $1,072,000. During the year it added Great Western Producers, Cue Publishing Co., and Linsk of Philadelphia, and lost Standard Triumph Motor Co. and Seabrook Farms Co. The agency has 31 employes and expects 1959 volume to be about the same as in '58.

Grubb & Peterson Advertising, Champaign, Ill., billed $1,845,739, of which $862,865 was capitalized fees in 1958. That compared with $1,783,513 in 1957, of which $1,014,019 was capitalized. It added National Broom Mfrs. Assn. in January, Crownline Mfg. Co. in May, Dennis Chicken Products in August and in December, Heinkel Packing Co., Danville Jackets Inc. and Realsilk Hosiery Co. Television got 62% of the billings, business papers 22%, point of sale 6%, newspapers 4%, farm publications 1%, less than 1% each to radio and outdoor and 5% to miscellaneous production charges and fees. The agency has 21 employes in one office, and expects a 20% rise in volume.

Harris & Co. Advertising, Miami, billed $2,700,000 in 1958. The same figure was reported for 1957. The agency added Diplomat Hotel & Country Club, Hollywood-by-the-Sea, Fla.; La Concha Hotel, San Juan; Aruba Caribban Hotel, Aruba, Netherlands West Indies; Dupont Plaza Center, Miami, and Meyers Hotel Chain. It lost Intercontinental Hotels Corp. It expects business to be up 20% in 1959.

Hart-Conway Co., Rochester, billed $2,212,535 in 1958, of which $366,685 was in capitalized fees. Corresponding figures for 1957 were $2,029,706 and $325,806. The agency reported no account losses or gains. The billings breakdown was: newspapers 33%, television 30%, magazines 12%, and radio, transit, outdoor, business papers, and farm publications, each less than 1%. The agency has 16 employes in one office, and expects business to be up 5 or 10% in 1959.

J. M. Hickerson Inc., New York, billed $1,559,116 in 1958, of which $547,194 represented capitalized fees. Comparable figures in 1957 were $1,554,472 and $488,004.

During 1958, Richard Kerr, formerly creative head of Lawrence Fertig Co., joined Hickerson as president and partner, and Mr. Hickerson became board chairman; Ben J. Gibson Jr., formerly vp of Cary-Hill, Des Moines, joined Hickerson's Des Moines office as vp and general manager. He replaced Shelton R. Houx, who resigned to open his own office. Edw. J. Dinunzio, former vp of Belmont Advertising, New York, joined Hickerson's New York office as an account executive. In addition to reorganizing its Des Moines office and adding to its New York creative staff, the agency added Kahle Engineering Co., North Bergen, N. J., industrial equipment manufacturer, and Strutwear Inc., New York women's wear manufacturer.

Media breakdown was: newspapers 20%, magazines 20%, radio 8%, television 6%, outdoor 2%, business papers 30%, "other" 14%. The agency has 17 employes in two offices and expects 1959 volume to be up 40%.

Hoefer, Dieterich & Brown, San Francisco, billed $1,233,000 in 1958, of which $75,000 represented capitalized fees. Comparable figures in 1957 were $1,224,000 and $114,000. During the year, the agency gained California Beef Council and Columbia-Geneva Steel Corp.; it lost Pacific Intermountain Express. Media breakdown: Newspapers 20%, magazines 10%, supplements 2%, radio 5%, tv 10%, outdoor 5%, business papers 5%, farm publications 3%, transit advertising 10%, point of sale 30%. The agency has 16 employes in one office and expects 1959 volume to be up 25%.

Malcolm Howard, Chicago, billed approximately $2,000,000 in 1958, the same figure reported for 1957. It has 22 employes in one office, expects a 5% to 10% increase in 1959 volume.

Huot Advertising Agency Ltd., Montreal, Canada, billed $1,673,468 in 1958, of which $30,468 represented capitalized fees, and $50,000 represented billings outside of Canada. In 1957, comparable figures were $1,245,010, $20,010 and $40,000. During the year new accounts were the Bank of Canada (Ottawa), City of Montreal, Provincial Raceways and Blue Bonnets Raceways. No accounts were lost, the agency reported. Media breakdown was: newspapers 39%, magazines 6%, supplements 2%, radio 9%, television 18%, outdoor 2%, business papers 8%, farm publications 5%, transit advertising 2%, point of sale 3%. It has 38 employes and expects its 1959 volume to be up about 20%.

Hutchins Advertising Co., Rochester, billed $3,270,047 in 1958, of which $323,868 represented capitalized fees. In 1957 comparable figures were $3,122,187 and $117,000. During the year it gained Curtice Bros. Co., Rochester Mfg. Co. of California, Fluorocarbon Products, U.S. Gasket Co., Hansford Mfg. Corp. and its Davis Keyseater division, and Emil Muller Construction Co.; the agency lost Staub & Son and Alsco Products of Canada. It has 39 employes in two offices, and expects 1959 volume to be up 10%.

Jackson, Haerr, Peterson & Hall, Peoria, Ill., billed $2,407,500 in 1958, of which $1,507,500 represented capitalized fees. In 1957, comparable figures were $2,121,600 and $1,323,420. The agency added Doane Products Co., General Sintering Corp., Artag Plastics Corp. and Scribe Internationale, and lost National Cooperatives, American Distilling and Wonder Building Corp. Media breakdown was: newspapers 10%, magazines 49%, radio 5%, television 12%, outdoor 20% and "other" 4%. The agency has 30 employes in four offices, and expects its 1959 volume to be up 15%.

Jefferson Advertising Agency, La Crosse, Wis., billed $1,050,586 in 1958, of which $937,347 was in capitalized fees. Comparable figures for 1957 were $1,039,011 and $947,683. No account losses or gains were reported. Media breakdown was: farm publications 60%, newspapers 15%, business papers 15% and magazines 10%. The agency has six employes in one office, and expects business to be up 10% in 1959.

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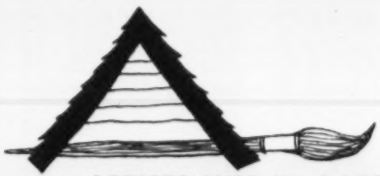

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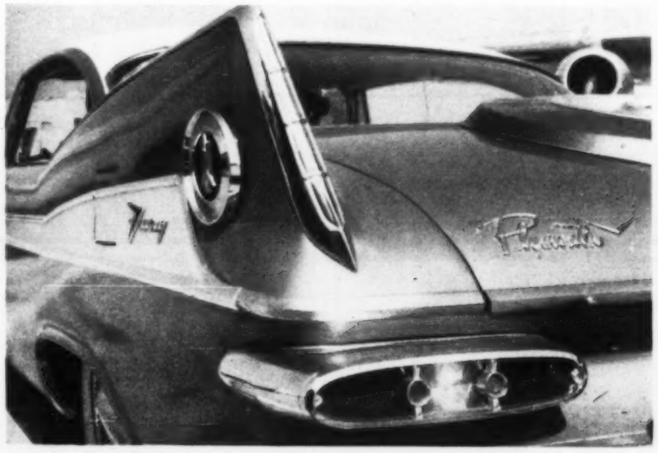

This spot's got it! Beauty...brilliance...a car commercial with that MGM-TV touch!

Client: Plymouth
Agency: Grant Advertising
Producer: MGM-TV

This spot's got it! Scope...sincerity...a cigarette commercial with that MGM-TV touch!

Client: Viceroy
Agency: Ted Bates Advertising
Producer: MGM-TV

BILL GIBBS, Director of Commercial and Industrial Films, MGM-TV
Culver City, Calif.

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LOS ANGELES: Bob Fierman – TE 0-3311
NEW YORK: Jack Bower, Phil Frank, JU 2-2000
CHICAGO: Bob McNear, FI 6-8477

MGM-TV
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Jennings & Thompson Advertising, Phoenix, billed $1,225,000 in 1958, of which $472,000 represented capitalized fees. Comparable figures in 1957 were $885,000 and $243,000. During the year it added Baird's Bread Co., Exchange Finance Co., Fiesta Foods Corp. and H.B.A. Life Insurance Co. Media breakdown: newspapers 31%, magazines 7%, radio 9%, tv 18%, outdoor 5%, business papers 8%, farm publications 6%, transit advertising 1%, point of sale 1%, other 14%. It has one office with 20 employes and expects 1959 volume to be up 10%.

Johnson & Lewis Advertising, San Francisco, billed $3,758,527 in 1958, of which $1,116,844 represented capitalized fees. In 1957, comparable figures were $2,445,333 and $576,068. The agency added American President Lines and California Wine Assn., and reported no account losses. Media breakdown was: newspapers 21%, magazines 37%, radio 4%, television 5%, outdoor 23%, business papers 2%, transit advertising 4% It has 49 employes in two offices and expects its 1959 volume to be up about 40%.

Jones, Brakeley & Rockwell, New York, billed $1,855,461, including $388,887 in capitalized fees in 1958. The 1957 volume was $1,957,437, including $358,710 in fees. The agency reported no account gains or losses. Billings were invested as follows: 13% in newspapers, 11% in magazines, 75% in business papers and 1% in farm publications. The agency employs 14 persons in one office and expects a 5% gain in volume this year.

Jordan, Sieber & Corbett, Chicago, billed $3,828,000 in 1958. In 1957 it billed $2,760,500. It reported no breakdown on its capitalized fees. It added Cutter Laboratories, Mallinckrodt Chemical Works, White Laboratories, Tailby-Nason Co., and Alcon Laboratories in '58 and reported no account losses. Media breakdown was: business papers 45%, direct mail 40%, point of sale 10%, "other" 5%. The agency has 56 employes in two offices and expects its 1959 volume to be up about 18%.

Kerker, Peterson, Hixon, Hayes, Minneapolis, billed $2,410,370 in 1958, of which $1,943,676 represented capitalized fees. Comparable figures in 1957 were $2,778,582 and $2,349,760. During the year the agency added Despatch Oven Co., Minneapolis, Smith Welding Co., St. Paul, and Chippewa Plastics Co., Chippewa Falls, Wis. Media breakdown was: newspapers 7%, magazines 21%, radio 4%, television 15%, outdoor 4%, business papers 48%. The agency has 30 employes, and expects 1959 volume to rise 15%.

Kircher, Helton & Collett, Dayton, billed $4,342,000 in 1958, compared with $4,530,000 in 1957. Media breakdown: newspapers 2%, magazines 25%, radio 2%, tv 3%, outdoor 1%, business papers 33%. The agency has one office with 39 employes, and expects 1959 volume to be about the same as 1958.

Kniep Associates, Dover, N. J., billed $1,402,401 in 1958, of which $1,211,621 was capitalized fees. In 1957 the agency reported $648,209 billings, with $514,593 capitalized. It added Harrisburg Steel, McKiernan Terry Co. and Stapling Machines, all in January. Brochures and catalogs got 78% of the billings, business papers 20%, newspapers and point of sale 1% each. It has ten employes in one office, and expects 1959 business to be about the same.

Lago & Whitehead, Wichita, Kan., billed $1,095,073 in 1958, of which $221,111 represented capitalized fees. Comparable figures in 1957 were $1,421,004 and $490,506. During the year the agency added Gas Service Co., and Burnham Products Inc., and lost O. A. Sutton Corp., all of Wichita. Media breakdown was: newspapers 6.8%, magazines 4%, radio 11.6%, television 7.6%, outdoor 9.3%, business papers 19.6%, farm publications 5.3%, transit advertising 0.3%, "other" 35.5%. The agency has 14 employes, and expects 1959 volume to be down 15%.

Lando Advertising Agency, Pittsburgh, billed $2,751,717 in 1958, of which $1,204,621 represented capitalized fees. Comparable figures in 1957 were $2,105,439 and $823,952. During the past year the agency added Swift Homes Inc. and station WTAE-TV. Lando has 36 employes in two offices and expects 1959 volume to be up 25%.

Lavidge & Davis Inc., Knoxville, billed $1,500,000 in 1958, compared with $1,300,000 in 1957. The agency reported no account gains or losses. Its billings were invested as follows: 4% in newspapers, 20% in magazines, 7% in radio, 15% in television, 5% in outdoor, 27% in business papers, 0.5% in farm publications, 1% in transit advertising, 0.5% in point of sale and 20% in printed materials, research, etc. The agency employs 17 persons in two offices. It expects 1959 volume to be up by 15 or 20%.

Carl Lawson Advertising Co., Kansas City, Mo., billed $1,206,038 in 1958, including $606,859 in capitalized fees. The agency did not report 1957 billings. During the year Lawson Advertising added three accounts, Arizona Savings & Loan Assn., James H. Stanton Construction Co. and outdoor advertising for Lawn Boy, while losing none. The agency did not report media billings or number of persons employed.

Leber & Katz, New York, billed $1,660,000 in 1958, of which $460,000 represented capitalized fees. In 1957, comparable figures were $1,190,000 and $320,000. During the year the agency added Zylite Products Co., Crescendoe Gloves Inc., Polak's Frutal Works, Teenform Foundations, Photographic Research Organization, Stroock Woolens and Scandinavian Fur Committee for Saga Mink. The agency reported no accounts lost. Media breakdown was newspapers 10%, magazines 65%, business papers 15%, point of sale 10%. The agency has 20 employes and expects its 1959 volume to be up about 30%.

Carr Liggett Advertising Inc., Cleveland, billed $2,158,477 in 1958, compared with 1957 billings of $1,936,733. During the year the agency added three accounts, Dill Mfg. Co., National Acme Co. and Ferry Cap & Set Screw Co., while losing two, Alliance Ware Inc. and Cleveland Builders Supply. Media breakdown was: newspapers 2.4%, magazines 25%, radio 0.5%, television 0.3%, outdoor 0.7%, business papers 66%, farm publications 0.3%, transit advertising 0.2% and other media 4.6%. The agency employs 31 people in one office and expects 1959 volume to increase by 15%.

Lilienfeld & Co., Chicago, billed $2,066,964 in 1958, of which $55,280 represented capitalized fees. Comparable figures in 1957 were $1,981,983 and $152,638. During the past year the agency added Mrs. Klein's Inc., division of Sunshine Biscuit Co., and Bulk Petroleum Corp., and lost Curtice Bros. Media breakdown was: newspapers 22%, magazines 4%, supplements 1%, radio 20%, television 31%, outdoor 2%, business papers 1%, transit advertising 4%, and mechanical production 15%. The agency has 22 employes and expects its 1959 volume to rise 15%.

Paul Locke Advertising, Tulsa, billed $1,479,124, of which $757,692 was in capitalized fees, in 1958. That compared with $1,208,506, of which $575,612 was capitalized, in 1957. It added National Bank of Tulsa in February, Fred Jones' Ford in June and Midwestern Instruments in November. It lost T. D. Williamson Inc. in December. Magazines got 25% of the billings, radio 22%, business papers 21%, television 20%, farm publications 8%, newspapers and outdoor 2% each. The agency has 22 employes, predicts a 20% rise in 1959 volume.

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This spot's got it! Mood...atmosphere...a coffee commercial with *that MGM-TV touch!*

Client: **S&W Coffee**
Agency: **Honing-Cooper-Harrington & Miner**
Producer: **MGM-TV**

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Client: **Clairol**
Agency: **Foote, Cone & Belding**
Producer: **MGM-TV**

BILL GIBBS, Director of Commercial and Industrial Films, MGM-TV
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On September 8th, 1957, **LA PATRIE** increased its per copy price from 10 to 15 cents.

As is usual in such cases, circulation took a dive, reaching a low of 182,735 some 9 months later.

And then came the rebound!

196,495	4th Quarter, 1957
192,420	1st Quarter, 1958
186,543	2nd Quarter, 1958
182,735	3rd Quarter, 1958
201,933	4th Quarter, 1958

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Luckoff & Wayburn, Detroit, billed $2,955,093 in 1958, of which $2,318,778 was in capitalized fees. In 1957 comparable figures were $3,737,263 and $2,980,709. It added the U.S. Permanent Stone Co. and lost the *Detroit Times*. Media breakdown was: newspapers 31%, television 28%, radio 15%, outdoor 5%, magazines 3%, transit advertising 2%, and "other" 16%. It has 23 employes in one office, and expects business to be about the same in 1959.

MacDonald-Cook Co., South Bend, Ind., billed $1,437,184 in 1958, of which $414,841 represented capitalized fees. Comparable figures for 1957 were $1,560,063 and $586,515. The agency added Sacred Records, Sacred Distributors and Kurley Kut Mfg. Co. in May, Yellow Transit Freight Lines in June, Pacemaker Mobile Homes, Atlas Mobile Homes and M. P. Schneller Co. in July, Dennis Enterprises in August, and Sun Valley Industries Inc. in November. It resigned Winemiller Colonial Reproductions and Hastings Aluminum Products in June and Schult Corp. in December. Media breakdown was: newspapers 3%, magazines 74%, television 6%, business papers 16% and farm publications 1%. The agency has 22 employes in two offices and sees a 10% rise in volume during 1959.

George L. Mallis Inc., Philadelphia, billed $1,270,000 in 1958, of which $20,000 represented capitalized fees. No comparable figures are available for 1957. During the past year Mallis added Niagara Therapy Mfg. Corp. It reported no accounts lost. Media breakdown was: newspapers 2%, magazines 13%, radio 60%, television 17%, "other" 8%. The agency has 15 employes, and expects its 1959 volume to be up close to 100%.

Richard K. Manoff Inc., New York, billed $3,000,000 in 1958, compared with $2,300,000 in 1957, all in commissionable space and time. In the past year it added W. F. Schrafft & Sons Corp. and Oakite Products. Media breakdown was: newspapers 5%, radio 5%, television 83%, business papers 2%, transit advertising 5%. The agency has 35 employes, and estimates 1959 volume will rise 33%, to about $4,000,000.

Marcus Advertising, Cleveland, billed $1,266,259 in 1958, of which $340,303 represented capitalized fees. Comparable figures for 1957 were $1,046,887 and $335,234.

The agency did not lose any important accounts and added two: Amster Beverage and Pittsburgh Wholesale Distributors. The media breakdown was television 48%, radio 25%, newspapers 6%, outdoor 5%, business papers 5%, transit advertising 1% and art and mechanical 10%. The agency has 15 employes in three offices and expects a 50% gain in volume in 1959.

W. A. McCracken Ltd., Toronto, billed $1,300,000 in 1958. The comparable figure for 1957 was $1,050,000. It gained Line & Cable Accessories and R. D. Werner Co. (Canada) Ltd. and lost Diversey Corp. (Canada) Ltd. Media breakdown was: television 37%, newspapers 25%, business papers 15%, radio 10%, magazines 5%, and outdoor 4%. The agency has 14 employes in two offices, and expects 1959 billings to be up 25%.

Harris D. McKinney Inc., Philadelphia, billed $1,640,500, including $1,038,300 in capitalized fees in 1958. In 1957, the total was $1,365,320, including $924,485 in fees. The agency added American Engineering, Rudd-Melikian Inc. and U.S. gauge division of American Machine & Metals. It reported no account losses. Its billings were invested as follows: 10% in newspapers, 2% in magazines, 83% in business papers and 5% in point of sale. The agency employs 24 persons in one office. It expects a 35% increase in 1959 volume.

George T. Metcalf Co., Providence, billed $1,238,396 in 1958, of which $404,395 was in capitalized fees. Comparable figures for 1957 were $1,185,694 and $394,000.

The agency added American Bleached Goods Co., Chemo-Products and Eastern Color & Chemical Co. It lost Chemical Products and Falls Yarns Mills. Media breakdown was: business papers 85%, newspapers 7%, magazines 5%, radio 1% and outdoor 1%. It has 22 employes in one office, and expects business to be up 5% in 1959.

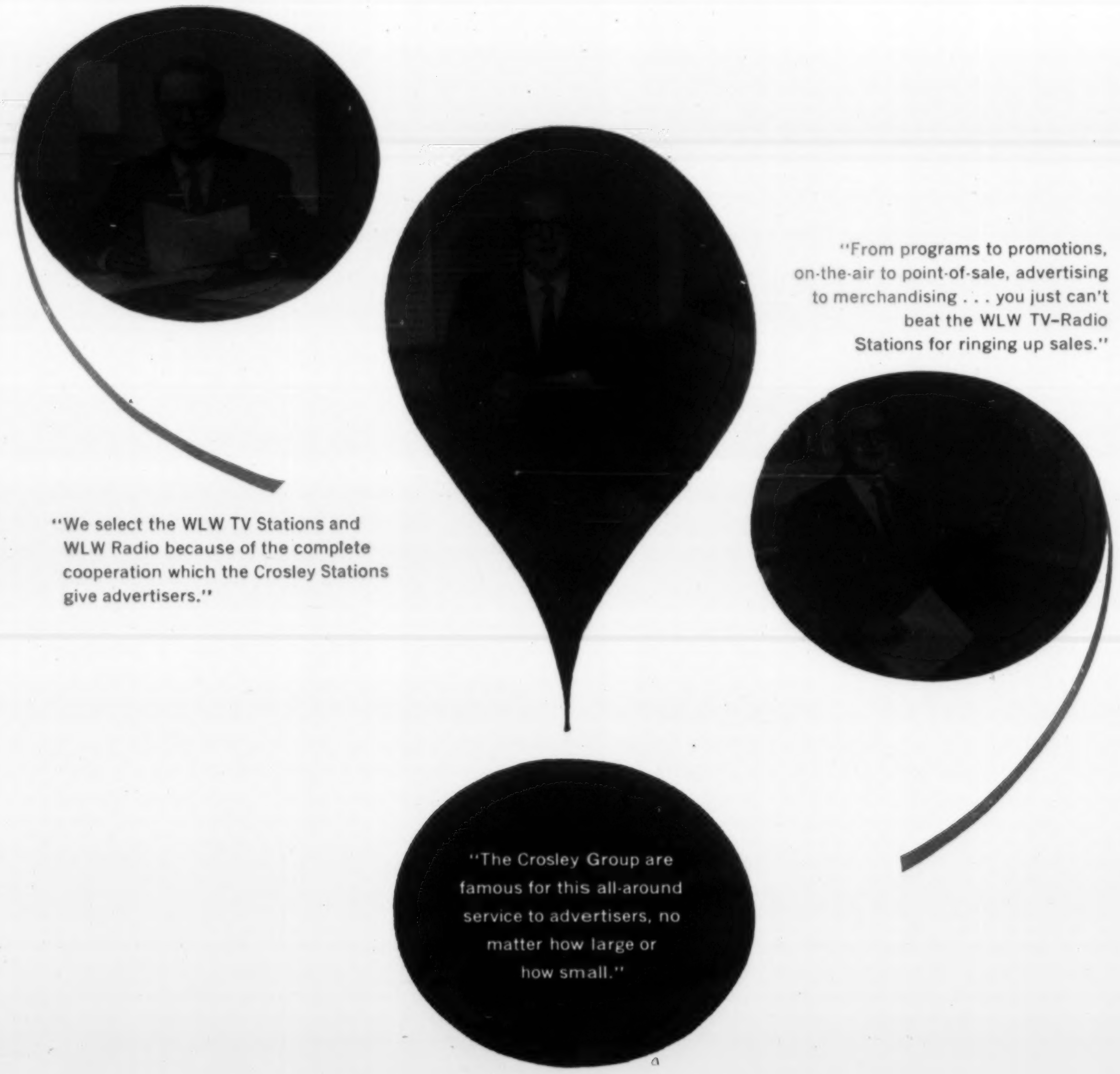
Miller Advertising Agency, New York, billed $5,000,000, including $1,500,000 in capitalized fees, in 1958. In 1957, the agency's billings amounted to $4,700,000, including $1,200,000 in capitalized fees. The agency reported "a number of small accounts" as added in 1958 and no accounts lost. It put 90% of its billings in newspapers, with 3% going to magazines, 3% to radio, 2% to business papers and 2% to other media. Miller employs 45 persons in one office. It expects a volume increase ranging from 15% to 25% this year.

Howard H. Monk & Associates, Rockford, Ill., billed $4,993,213 in 1958, of which $3,622,746 represented capitalized fees. Comparable figures in 1957 were $4,491,010 and $3,094,012. During the past year the agency added Giddings & Lewis Machine Tool Co., and Oshkosh B'Gosh. Media breakdown was: newspapers and magazines 15%, radio and tv 25%, business papers 60%. The agency has 41 employes and expects 1959 volume to be up 15%.

Charles A. Mottl Inc. (formerly Mottl & Siteman), Los Angeles, billed $1,117,000 in 1958, all of which was in commissionable space and time. In 1957 the agency's commissionable billings were $748,000. Media breakdown was:

Interview: Al Petcavage

Assistant Vice President and Media Group Supervisor of Ted Bates & Company, Inc.,
tells why he selects WLW Radio and TV Stations.



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IN DETROIT, The News is first in just about everything.

The Detroit News is first in trading area and home-delivered circulation—first in total circulation, too. It's first weekdays and first Sundays.

The Detroit News is first in retail and general linage—first in total linage also. It's first in department store and automotive linage, first in food and drug store linage, in furniture and electrical appliance linage, in real estate and building supply linage. And The News carries more than twice as many classified ads as both other newspapers combined.

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First in Circulation 463,469 Weekdays, 572,276 Sunday, ABC 9/30/58

The Detroit News

Eastern Office... 260 Madison Ave., New York
Pacific Office....785 Market St., San Francisco
Chicago Office... 435 N. Michigan Ave., Tribune Tower
Miami Beach.... The Leonard Co., 311 Lincoln Road

newspapers 18%, radio 30%, television 21%, outdoor 14%, business papers 10%, point of sale 7%. The agency has 12 employes, and expects 1959 volume to be up about 50%.

Mullen & Associates, Minneapolis, billed slightly more than $1,000,000 in 1958 and $1,000,000 in 1957. The agency reports it added several accounts during the year; no losses were reported. It has 22 employes in one office, and expects 1959 volume to be up.

S. Gunnar Myrbeck & Co., Quincy, Mass., billed $1,015,838 in 1958 of which $871,080 represented capitalized fees. Comparable figures in 1957 were $770,000 and $675,000.

During the year it added Thomson-National Press Co., Whiton Machine Co., George W. Dahl Co., Imtra Corp., Hydel Inc., Charles A. Hulcher Co., Flight Research Inc., Ainslie Corp., and Weinschel Engineering Co., as complete accounts, and for literature only, Granite State Machine Co., United States Steel Corp., Pickard & Burns, Wheeler-Fullerton lighting div. of Franklin Research Corp., and Instron Engineering Corp. The agency puts 40% of billings in magazines. It has 65 employes in two offices, and expects 1959 volume to be up 25%.

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Needham & Grohmann, New York, billed $3,530,000 in 1958, of which $910,000 represented capitalized fees. In 1957, comparable figures were $2,992,000 and $720,000. The agency added Zeckendorf Hotels, Hotels Astor, Commodore, Drake and Barclay, Dorado Beach Hotel & Golf Club, Puerto Rico, and Nassau Beach Lodge, and reports no accounts lost during the year. Media breakdown was: newspapers 35%, magazines 43%, supplements 6%, radio 1%, television 1%, outdoor 3%, business papers 11%. It has 36 employes and expects its 1959 volume to be up about 10%.

Newmark's Advertising Agency, New York, billed $1,056,000 in 1958, compared with $1,021,000 in 1957. The agency added University Towers and reported no important account losses. Media breakdown was: newspapers 76%, magazines 20%, radio 1%, transit 1% and business papers and farm publications, less than 1%. It has 20 employes in one office, and expects business to be up 7% in 1959.

Olian & Bronner, Chicago, billed about $2,700,000 in 1958, compared with $2,500,000 in 1957. The agency added Terry Frozen Foods, Mullins Foods Inc. (Prairie Chef barbecue sauce), Ball Clinic Inc., Gengiss Bros. formal wear and Armanetti's Stores; the agency reported no accounts lost. It invested 50% of billings in tv and radio, 15% in direct mail and the remainder in magazines, newspapers, outdoor and other media. The agency employs 31 persons and expects 1959 volume to rise 20%.

O'Neil, Larson & McMahon, Chicago, billed $1,686,983 in 1958, of which $123,642 represented capitalized fees and $250,000 represented business done outside the U.S. This was reported as a 1% gain over 1957 billings.

No important accounts were gained or lost. The media breakdown was: newspapers 70%, magazines 7%, television 5%, outdoor 3%, business papers 2%, farm publications 10%, transit advertising 1% and point of sale 2%. The agency has 24 employes in two offices and sees 1959 about the same as 1958.

Palm & Patterson, Cleveland, billed $3,820,650 in 1958, of which $1,184,402 was in capitalized fees. Comparable figures for 1957 were $3,788,384 and $1,780,541. It added Centrifix Corp., Mansfield Sanitary, S-P Mfg. Corp., Vluhek Tool Co. and George Worthington Co. No important account losses were reported. The media breakdown was business papers 91%, magazines 4%, newspapers 2%, point of sale 2% and farm publications 1%. The agency has 30 employes in one office, and expects 1959 business to be up 11%.

Paul-Phelan Advertising Ltd., Toronto, billed $1,479,540 in 1958, of which $438,790 represented capitalized fees. In 1957, comparable figures were $1,232,050 and $179,480. The agency added La Ferme Fison (Canada) Ltd., Radio College of Canada, J & P Coats (Canada), Whyte Packing Co., and Pfaff Sewing Machine Co. It reported no account losses. Media breakdown was: newspapers 28%, magazines 3%, radio 19%, television 12%, outdoor 3%, business papers 13%, farm publications 6%, transit advertising 10%, point of sale 4%, "other" 2%. The agency expects its 1959 volume to be up about 25%.

Phillips Ramsey Co., San Diego, billed $1,637,556 in 1958, of which $694,868 represented capitalized fees. Comparable figures in 1957 were $1,077,140 and $340,304. During the year it added the San Diego Convention & Tourist Bureau and Narmco Mfg. Co.; it lost none. Media breakdown: newspapers 41%, magazines 23%, radio 8%, tv 3%, outdoor 5%, business papers 17%, transit advertising 1%, point of sale 1%, "other" 1%. It has two offices, and expects 1959 volume to be up 10%.

Powell, Schoenbrod & Hall Advertising, Chicago, billed $2,115,653 in 1958, of which $745,500 was in capitalized fees. In 1957 $1,535,000 was billed with $710,000 capitalized. The agency added no new accounts and lost none. About 33% of the billings went to magazines, television got 25%, radio 24%, newspapers 15%, outdoor and business papers 1½% each. The agency has 18 employes in one office, expects a 25% rise in 1959 volume.

Proebsting, August & Harpham Inc., Chicago, billed $1,421,855 in 1958, including $953,543 in capitalized fees. In 1957, the agency billed $1,325,042, including $769,934 in capitalized fees. Proebsting added Zurich-American Insurance, Merkle-Korff Gear, Unistrut Products and Elmhurst-Chicago Stone in 1958. It reported no loss of accounts. Billings were invested: 10% in newspapers, 10% in magazines, 2% in radio, 5% in television, 2% in outdoor and 71% in business papers. The agency employs 19 persons in one office. It expects a gain of 10% in volume this year.

Publicidad Badillo, San Juan, P.R., billed $2,539,532 in 1958, of which $901,023 represented capitalized fees. Comparable figures for 1957 were $2,502,820 and $871,073.

Four accounts were added: Arbona Hermanos (Sultana crackers), Nebraska Consolidated Mills, Armour & Co. (Dial soap) and Eversharp-Schick International. The agency placed 34% of its billings in newspapers, 28% in television, 18% in radio and remaining 20% in movies, public relations, outdoor and point of sale. It has 48 employes in two offices (one in New York) and looks for a 2% gain in volume in 1959.

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DEPT. FB-1 CANTON, OHIO

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Woman's Day's circulation continues to go one way

And that way is *up!*

And all signs point to its continuing in that same direction for a long time to come. From the day we announced our new wide-open distribution policy, Woman's Day's circulation took off—and it hasn't stopped yet. Just look at the box score on the right.

As of press-time, over 3,617 additional supermarkets have joined Woman's Day's expanding distribution network (and they're all putting the magazine up on the cash register). What's more, every mail brings requests from other outlets that want to sell the magazine.

Every mail also brings letters of praise from women who have discovered the magazine for the first time . . . and from women who have rediscovered the magazine where they now live.

Last Six Months' Average 1958: 3,242,545
Last Three Months' Average 1958: 3,757,843
(As Filed with ABC, Subject to Audit)

January '59: 4,050,000
February '59: 4,160,000
(Publisher's Estimated Sales)

Woman's Day
A FAWCETT PUBLICATION

(Today Woman's Day has distribution in every major metropolitan market in 48 states.)

Beginning with the September issue, our guarantee jumps from its current 3,600,000 to an all-time high of 4,350,000. The way things are going, you can be assured of a healthy bonus from *now on.*

Keep in mind that all of Woman's Day's circulation is still single-copy sales—the best there is. She still has to go out to get Woman's Day. She buys it because she *wants* to read it.

Advertisers have already begun to feel the power of Woman's Day's new vitality. That's why they've bought 60% more space in the April issue than in the same month last year. They can recognize a good thing when they see one. How about you?

Henry Quednau Inc., Tampa, billed $2,209,000 in 1958, and $1,982,900 in 1957. It gives no breakdown on its capitalized fees. It added State of Florida—Industrial Development, Lan Chili Airlines and the Orlando division of the Martin Co., and reports that it lost no accounts. Media breakdown was: newspapers 26%, magazines 10%, radio 14%, television 18%, outdoor 14%, business papers 5%, farm publications 1%, transit advertising 2%, point of sale 8%, "other" 2%. The agency has 32 employes in two offices and expects its 1959 volume to be up about 20%.

Ritter, Sanford, Price & Chalek, New York, billed $2,010,000 in 1958, of which $210,000 was in capitalized fees. Comparable figures for 1957 were $1,450,000 and $150,000. The agency added Mamenic Steamship Line, Gimbel Bros. department store and Associated Food Stores. No account losses were reported. Media breakdown was: business papers 30%, direct mail 20%, newspapers 20%, television 15%, radio 10% and magazines 5%. The agency has 15 employes in one office, and expects business to be up 25% in 1959.

Rives, Dyke & Co., Houston, billed $2,716,473, of which $233,361 was in capitalized fees, in 1958. It added Reed Roller Bit Co. in January, lost Corrulux in December. Business papers got 85% of the billings, television 5%, outdoor 4%, direct mail 3½%, newspapers 2% and farm publications less than ½%. The agency has 27 employes in one office and expects a 10% rise in billings this year.

Robertson, Buckley & Gotsch, Chicago, billed $1,542,072 in 1958, of which $924,950 was in capitalized fees. In 1957 comparable figures were $1,219,764 and $569,612. It added Wirebound Box Manufacturers Assn., and the Plibrico Co., both of Chicago, and Dunbar Kapple, Batavia, and lost Anthony Co., Streator. Media breakdown was: business papers 42%, publicity 30%, newspapers 5%, magazines 5%, point of sale 1%, and "other" 17%. The agency has 24 employes in one office, and anticipates an increase of 25% in 1959.

Ronalds Advertising Agency, Montreal, billed $4,775,000 in 1958, compared with $5,500,000 in 1957. The 1957 figure has been revised from $5,600,000.

The agency last year added L. E. Waterman Pen Co., Canada Foundries & Forgings, Austin Laboratories, Charles Bruning Co. of Canada, W. R. Spence Ltd., Purdue Frederick Co., Muttart Enterprises. It lost Playtex Ltd., St. Regis Paper of Canada, Lentheric of Canada, March Shipping Ltd. Billings were invested as follows: 61% in space; 17% in radio and 22% in television. Ronalds employs 84 persons in three offices. It expects 1959 volume to be about $4,500,000.

Irving J. Rosenbloom & Associates, Chicago, billed $1,800,000 in 1958, all in purchases of commissionable space and time for clients. Comparable figure in 1957 was $1,200,000. During the past year the agency added American Photocopy Equipment Co., (laminating and binding divisions), Plierench Co. of America, Joseph Brody & Bros., International Parts Corp., Lathrop Paulson Co., and the Curta Co., and lost Stone Container Corp. Its media breakdown was: newspapers 22%, magazines 68%, radio 5%, television 5%. The agency has 18 employes, and expects 1959 volume to rise 33%.

Sanger-Funnell Inc., New York, reports 1958 billings of $1,286,200, of which $293,350 is capitalized fees and $312,850 is production billings. During the year the agency added Deering-Milliken & Co., Hartig Extruders, Columbia Acoustics & Fireproofing Co., Seymour Smith & Son and K-S Marine Products. It lost Kollmorgen Optical Corp., National Filter Media Corp. and Servomechanisms Inc. Business papers got 65% of the billings, printing and production accounted for 33% and the rest went to newspapers, television and point of sale. There are 15 employes in one office and a rise is predicted for 1959 volume.

Schram Advertising Co., Chicago, billed $3,635,092, including $3,419,711 in capitalized fees in 1958. The total for 1957 was $3,397,019, including $3,123,507 in capitalized fees. The agency last year added Black Leaf Products Co., Standard Stamping & Perforating, S. A. Hirsch, Sportline Products, Berg Airelectro, Brookside Hotel, Painting & Decorating Contractors Assn. of Chicago, College Publishing Bureau, Ulysse Nardin Watch Co., United Products Corp., Stanley Rock & Son, P. J. Gould Co., Fitchmun & Kroll, Lipson & Wallach and Sun Gold Industries. The agency lost Klein's Sporting Goods and Gun Digest Co. Schram employs 15 persons in one office and expects a 5% gain in 1959 volume.

Smith & Dorian, New York—which does not use the 15% commission system but operates on a straight creative time charge basis—reports capitalized fees of $1,242,220 in 1958. During the year it added Columbian Bronze Corp. and Pratt, Read & Co.; it lost Latrobe Steel Co. Media breakdown: newspapers 5%, magazines 5%, business papers 60%, direct mail 45%. The agency has 12 employes in two offices and expects 1959 volume to be up 50%.

Hal Stebbins Inc., Los Angeles, billed $1,026,286 in 1958, of which $31,133 represented capitalized fees. These figures do not include production, the agency said. Media breakdown: newspapers 64%, magazines 31%, radio 2%, tv 2%, outdoor 1%. The agency has 16 employes in two offices and expects 1959 volume to be up 20%.

Stepien-Carr Advertising, Cleveland, billed $1,150,500 in 1958, of which $1,000,500 represented capitalized fees. Comparable figures in 1957 were $650,250 and $500,250. Media breakdown: newspapers 25%, business papers 50%, direct mail 25%. The agency has 15 employes in one office, and expects 1959 volume to be about the same as 1958.

Stern, Walters & Simmons, Chicago, billed $1,596,072 in 1958, including $689,756 in capitalized fees. This compared with 1957 billings of $1,137,400, including $534,578 in fees. The agency added six new accounts during the year, while losing two. Gained were Naz-Dar Co., Century Display Mfg. Co., Barton Distilling Co., Lawter Chemicals Inc., Central Solvents & Chemical Group and Sonora Electronics. Lost were Marvel Metal Products Co. and Cooper Industries. Billings went this way: newspapers, 15%, magazines and supplements, 17%, radio and television combined, 11%, business papers, 14%, and other media, 43%. The agency employs 16 people in one office and expects a 25% increase in 1959 volume.

Sudler & Hennessey, New York, billed $3,160,000 in 1958, of which $2,173,820 was in capitalized fees. Corresponding figures for 1957 were $2,003,815 and $1,176,368. The agency added Ciba Pharmaceutical Products, Carr's Department Store, Nordson Pharmaceutical Labs., Certified Blood Donor Service and some new products from Warner-Chilcott and A. H Robins Co. The ethical drug line of Schieffelin & Co. was added as of January, 1959. No account losses were reported during 1958. Its media breakdown was: direct mail 63%, business papers 31%, newspapers 5% and magazines 1%. It has 40 employes, excluding those in the art, publishing and export division of the company, in one office. The agency expects business to be up 40% in 1959.

Symonds, MacKenzie & Co., Chicago, billed $2,720,423 in 1958, of which $1,724,664 represented capitalized fees. Comparable figures in 1957 were $2,642,446 and $1,947,484. During the year it added The Powers Regulator Co., specialty division, Samuel Olson Mfg. Co. and Production Steel Co. of Illinois; it lost Climax Engine Mfg. Co. Media breakdown: newspapers 2%, magazines 2%, business papers 95%, point of sale 1%. The agency has one office with 18 employes and expects 1959 volume to be up 12%.

Arthur Towell Inc., Madison, Wis., billed $1,230,780 in 1958, of which $372,266 was in capitalized fees. Comparable figures for 1957 were $1,005,218 and $238,180. The agency added Gardner Baking Co., Pabst Brewing Co.'s Industrial Products division and General Split Corp. and lost Enger-Kress Co. Media breakdown was: magazines 27%, business papers 22%, newspapers 15%, radio 13%, farm publications 13%, television 7% and outdoor 3%. It has 16 employes in one office, and expects business to be about the same in 1959.

Roland G. E. Ullman Organization, Philadelphia, billed $2,103,000 in 1958, of which $1,107,000 was in capitalized fees. Comparable figures for 1957 were approximately $2,000,000 and $1,000,000. It added Warren Webster Co., Acheson Dispersed Pigments Co. and Amalgamated Leather Co. No significant account losses were reported. Media breakdown was: magazines and business papers 90% and other media 10%. The agency has 24 employes in one office, and sees business up 20 to 30% in 1959.

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• MOST TOTAL AREA UNDUPLICATED COVERAGE—TOTAL AREA PROMOTION

• MOST AUDIENCE FOR YOUR MONEY LOWEST COST PER M

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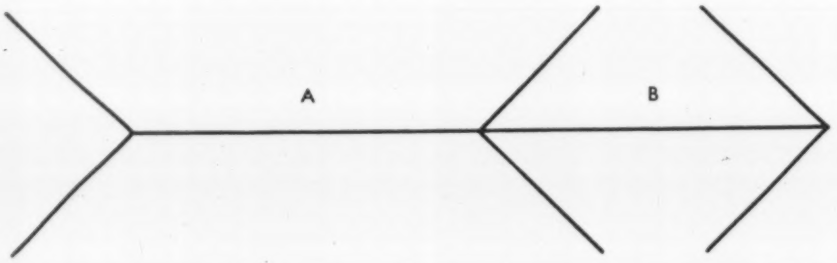

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Paul Venze Associates Inc., Baltimore, billed $3,365,000 in 1958, compared with $3,805,000 in 1957. The agency added Gulf Guaranty Land & Title Co., dropped Charles Antell Inc. at year's end, probably its major account, when Antell was sold to B. T. Babbitt Inc. Television got 90% of the billings, radio 5%, magazines 3.5%, newspapers 1% and business papers 0.5%. The agency has 20 employes in one office, expects 1959 billings to be about the same.

M. Belmont Ver Standig, Washington, billed $3,337,000 in 1958, compared with $3,078,000 the previous year. It added Government Employes Insurance Companies in March, and Nationwide Safti-Brake Centers Inc. in August. Magazines and television divided 60% of the billings evenly, newspapers got 20%, business papers 10% and outdoor 5%. There are 25 employes in one office and a 10% rise is expected for 1959 billings.

W. S. Walker Advertising, Pittsburgh, billed $3,700,000 in 1958, of which $550,000 represented capitalized fees. Comparable figures in 1957 were $4,050,000 and $405,000. During the year it gained American Air Surveys and Majac Inc., division of Blackstone Corp.; it lost Niagara Therapy Mfg. Co. Media breakdown: newspapers 5%, magazines 35%, supplements 3%, radio 10%, tv 7%, outdoor 3%, business papers 25%, farm publications 5%, transit advertising 3%, point of sale 4%. The agency has 42 employes in one office, and expects '59 volume to be up 10 or 15%.

Walsh Advertising Co., Toronto, billed $4,200,000 in 1958, compared with $5,227,921 in 1957.

The agency added Parker Pen Co. Ltd., Playtex's bra-girdle division, Capital Record Club, Fluor Corp., Simoniz's automotive products division, Stratford Textiles, Hazel Bishop, and Craft Sportswear. It lost about $1,200,000 in government billings following the Canadian elections. The accounts involved were the Bank of Canada, Department of National Defence, Post Office and the Department of Labor. Walsh employs 75 persons in three offices. It expects 1959 billings to amount to $5,000,000.

F. P. Walther Jr. & Associates, Boston, billed $1,100,000 in 1958, against $800,000 in 1957. The agency reported no account losses or gains. Its media breakdown was not given. The agency has 17 employes in one office, and expects business to be up 20% in 1959.

Watts, Payne-Advertising, Tulsa, billed $1,086,155, including $81,265 in capitalized fees in 1958. The 1957 total was $1,070,092, including $79,086 in capitalized fees.

The agency reported no account gains or losses last year. Billings were invested: 15% in newspapers, 35% in radio and television, 40% in business papers, 5% in point of sale and 5% in other media. Watts employs 21 persons in one office. It expects 1959 volume to be about the same as in 1958 or perhaps 2% higher.

Weightman Inc., Philadelphia, billed $1,450,000 in 1958, including $219,200 in capitalized fees. In 1957 the agency billed $1,110,000, including $148,300 in fees. It added Universal Insurance Agency and Foods International in 1958. Billings were invested: 22.7% in newspapers, 8.5% in magazines, 14.6% in radio, 11% in television, 31.5% in outdoor, 6.9% in transit advertising and 4.8% in point of sale. The agency employs 11 persons in one office. It expects a 20% gain in volume this year.

Wenger-Michael, San Francisco, billed $3,000,000 in 1958. In 1957 it billed $1,500,000. It reported no breakdown on its capitalized fees. It added Sèrta of San Francisco and Nevada Lodge during '58, and reported no account losses. Its media breakdown was newspapers 60%, magazines 5%, radio 10%, television 10%, outdoor 10%, business papers 5%. The agency has 20 employes, and expects a 20% increase in volume in 1959.

Wentzel, Wainwright, Poister & Poore Inc., Chicago, billed $1,906,638 in 1958, including $906,480 in production billings and $56,028 in capitalized fees. In 1957 the agency billed $1,062,297, of which $814,284 was in production billings and $50,358 was in capitalized fees.

The agency lost Curtiss Candy Co., Chicago, in November, 1958, but it gained Quality Chekd Dairy Products Assn., La Grange, Ill., in May. Newspapers and outdoor each got 30% of the agency's media dollar in 1958 while point of sale got 20% and tv, radio, business publications and magazines got 5% each. The agency, employing 45 people, expects 1959 volume to range between the same as 1958 and a 15% drop.

Wexton Advertising Agency, New York, billed $2,970,440 in 1958, of which $1,046,400 represented capitalized fees. In 1957, comparable figures were $1,715,383 and $537,690. The agency added the Dodge New York Retail Selling Assn., Harman Kardon Inc., Takashimaya Inc., and Cormac Photo Copy Corp. Media breakdown: newspapers 11%, magazines 33%, radio 5%, television 10%, business papers 37% and point of sale 4%. The agency has 37 employes and expects a 60% increase in volume in 1959.

White & Shuford Advertising, El Paso, billed $1,208,325 in 1958 of which $337,325 represented capitalized fees. In 1957 comparable figures were $1,130,900 and $374,900. The agency added Western Gas Service Co. and Cragin Motor Co., and lost Prices Creameries. Media breakdown was: newspapers 20%, magazines 39%, radio 12%, television 19%, outdoor 7%, business papers 3%. The agency has 15 employes, and expects its 1959 volume to be down about 5%.

Robert E. Wilson Inc., New York, billed $2,538,209 in 1958, of which $1,498,732 represented capitalized fees. In 1957, comparable figures were $1,516,452 and $780,685. It added the Wallace Laboratories division of Carter Products Inc., and lost the Roche Laboratories division of Hoffman-LaRoche. Its media breakdown was television 1%, business papers 50%, point of sale 1%, and direct mail 48%. It has 27 employes and expects an increase of 50% in its 1959 volume.

Woodard, Voss & Hevenor, Albany, billed $1,510,795 in 1958, compared with $1,472,166 in 1957. During the year it added Ballston Knitting Co., Equitable Credit Corp., Finch, Pruyn & Co., and White Mop Wringer Co. Media breakdown: newspapers 31%, magazines 3%, radio 10%, tv 20%, outdoor 3%, business papers 30%, transit 3%. The agency has 23 employes in one office, and expects 1959 volume to rise 7%.

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232 Under-$1,000,000 Agencies Tell Billing

More than Half Show Gains; but a Third Are Down in '58

NEW YORK, Feb. 19—Last year 232 agencies billing less than $1,000,000 annually reported their billings to ADVERTISING AGE, up substantially from the 193 agencies reported in this bracket last year.

All agencies reported in this group volunteered their figures, and no estimates by AA are included.

This group of agencies showed a fairly substantial proportion of agencies with lower billings than in 1957. As a rule this group of smaller agencies has reported consistent gains during the years AA has reported its billings.

■ Last year, for the first time, about 40% of the agencies reported decreases in billing. In a check near deadline, 100 agencies reported gains, 62 reported losses, 15 were even with '57 billing, and for 32 there were no comparable figures.

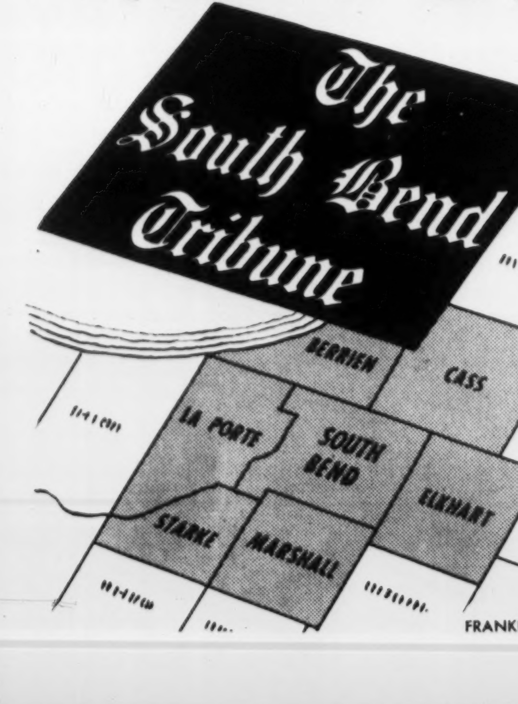
It is fairly evident that most of the agencies held their ground remarkably well, and most of the billings loss was held to manageable proportions.

■ However, this field, traditionally the most optimistic of the brackets, showed considerably more conservatism than usual in predicting 1959 volume. The largest single group (44) thought business would be up, with increases ranging from 6 to 10%; the second group (39) thought volume would gain 21-30%; the third largest group (37) thought it would be about the same; the fourth group (27) thought business would be up 16-20%.

■ Seven agencies predicted a drop —the majority about 10%, with one agency foreseeing a decline of 70%. On balance, this group of entrepreneurs has its share of operators who think 1959 will be just great: 15 agencies foresaw gains of 50% or more, and six agencies expect volume to increase more than 100%.

Joseph P. Abraham & Associates, Chicago, billed $500,000 in 1958, including $150,000 in capi-

SOUTH BEND, INDIANA . . . A $1,243,743,000 MARKET*



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- LIFE MAGAZINE..................11.3% Coverage
- TV AND RADIO COVERAGE......Audience is divided between 3 local UHF TV stations and many radio stations.

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Source, Sales Management 1958 Survey of Buying Power

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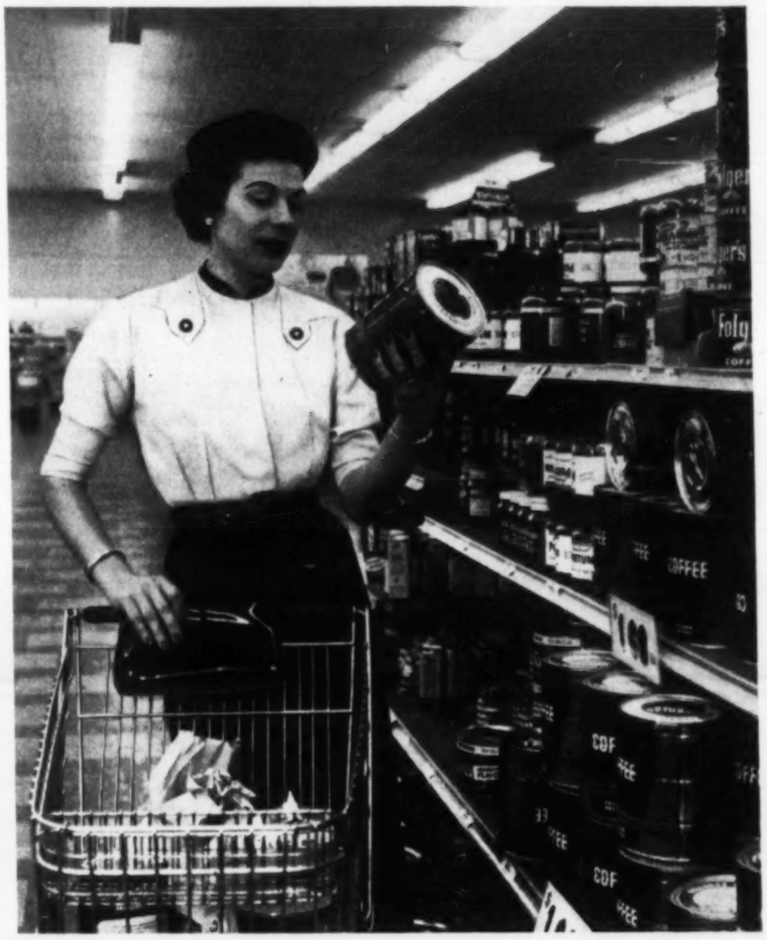

…but this one is Guaranteed!

When a woman shops, she looks for the brands she can trust.

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Research shows 40,930,000* women shoppers have *confidence* in the Good Housekeeping Guaranty Seal. To help deserve this trust, we investigate every product and every claim shown in our advertising pages.

And retailers back up this confidence. 65.6% of all food retailers interviewed said that the Good Housekeeping Seal influences their customers' buying decisions.

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**Crossley, S-D Surveys, Inc.*

Good Housekeeping

A HEARST MAGAZINE

Creates A Climate Of Confidence For Your Advertising talized fees, as against 1957 billings of $555,400, including $133,400 in fees. During the year the agency added no new accounts, but lost one, Lurie Bros. Billings were invested this way: newspapers 20%, radio 60%, point of sale 5% and other media 15%. The agency employs eight persons in one office and expects 1959 volume to increase 25%.

Acme Advertising Agency, Atlanta, billed $105,698 in 1958, including $10,065 in capitalized fees. The agency did not report 1957 billings. During the year two accounts were added, Dynamic Center Engineering Co. and Akers Motor Lines Inc., with none lost. Billings were invested this way: newspapers 28%, radio 2%, business papers 65% and other media 5%. The agency employs four persons in one office and sees no change in volume for 1959.

Ad Fried & Associates, Oakland, Cal., billed $220,000 in 1958, including $100,000 in capitalized fees. The agency did not report billings figures for 1957. During the year the agency added five accounts and lost one. New business included Fannian Corp., Simon Hardware Co., Incon Inc., Oakland Public Schools, Police & Firemen's Assn. and Crescent Jewelry Co. Lost was Biggie Furniture Co., resigned in April. Media breakdown was: newspapers 15%, magazines 5%, radio 10%, television 48%, outdoor 3%, business papers 10%, farm publications 1%, transit advertising 3%, point of sale 2% and "other" 3%. The agency employs six persons in one office and expects 1959 volume to increase 25%.

Ad-Art Associates, Reading, Pa., billed $44,376 in 1958, of which $34,376 represented capitalized fees. The comparable figures for 1957 (now revised) were $45,028 and $41,701. The account roster did not change during the year. The agency placed 60% of its billings in direct mail, 24% in magazines, 15% in newspapers and 1% in point of sale. It has one employe and sees 1959 about the same as 1958.

Admakers, Chicago, billed $330,321 in 1958, of which $226,551 represented capitalized fees. The comparable figures for 1957 were $324,353 and $22,778. The agency added American Lock Co. while dropping Labline Inc. It put 72% of its billings in business papers, 22% in newspapers and the remainder in "other" media. It has five employes and expects volume to be up 15% in 1959.

Ad-ventures Inc., Portland, Me., in its first year of operation, billed $108,450, of which $69,000 represented capitalized fees. The agency placed 50% of its billings in newspapers, 15% in television, 15% in business papers, 10% in radio, 5% in magazines and 5% in outdoor. It has three employes and sees 1959 about the same as 1958.

Advertising Associates, Richmond, Va., billed $554,249 in 1958, of which $233,400 represented capitalized fees. Comparable billings in 1957 were $315,515 and $116,428. During the past year it added Nolde Bros. Bakery, Noland Credit Co., and Virginia Dairy Co., and reports no losses. Media breakdown was: newspapers 20%, radio 15%, television 30%, outdoor 10%, business papers 10%, point of sale 10% and public relations 5%. The agency has eight employes and expects its 1959 volume to be up about 50%.

Agricultural Information Service, Butler, Pa., billed $74,385 in 1958, of which $61,735 represented capitalized fees. Comparable figures in 1957 were $81,611 and $66,218. During the year it added Westinghouse Electric Corp.'s power use department, and lost Western Pa. Artificial Breeding Cooperative. Media breakdown: newspapers 1%, radio 6%, outdoor 1%, farm publications 12%, direct mail 80%. The agency has two employes in one office, and expects 1959 volume to rise 5%.

Allan Associates, New York, billed $185,000 in 1958, of which $10,000 represented capitalized fees. In 1957 comparable figures were $132,000 and $7,000. It reports no account changes during the past year. Media breakdown was: newspapers 60%, magazines 10%, radio 25%, television 5%. The agency has eight employes, and expects 1959 volume to be up 20%.

Allied Business Consultants, Washington, D.C., billed $128,607 in 1958, of which $117,339 represented capitalized fees. In 1957, comparable figures were $133,230 and $122,344. No changes in the account list. Media breakdown: direct mail 75%, magazines 13%, newspapers, radio and television, 4% each. It has five employes—"all contractors"—and estimates 1959 will be up 20%.

S. L. Althouse, Swarthmore, Pa., billed $88,134.50 in 1958, including $19,634 in capitalized fees, as against '57 billings of $61,949.50, including $13,673.50 in fees. The agency reported no accounts gained or lost. More than 90% of billings were reported from farm publications, with the remainder from newspapers. The agency employs two part-time people in one office and expects no change in '59 volume.

Anderson Advertising Agency, Decatur, Ill., billed $120,005 in 1958, of which $74,744 was in capitalized fees. Comparable figures in 1957 were $154,695 and $102,251. The agency reported no account losses or gains. It has three employes in one office, and expects business to be about the same in 1959.

Arbogust Co., Chicago, billed $349,732 in 1958, of which $265,659 represented capitalized fees. Comparable figures for 1957 were $377,974 and $341,108. The agency added three accounts—Colonial Hospital Supply Co., Flavor-Seal Corp. (division of Cory Corp.) and Federal-Bryant Machinery Co.; one account, Joanna Western Mills Co., was dropped. Magazines took 60% of billings, direct mail 25%, newspapers 10% and business papers 5%. The agency has seven employes and looks for a 10% gain in volume in 1959.

Associated Advertising Counsellors, Oakland, billed $170,310 in 1958, of which $38,400 represented capitalized fees. Comparable figures in 1957 were $140,624 and $17,624. During the year it added Baker & Hamilton and Kelhmit Co. Media breakdown: newspapers 17%, magazines 2%, radio 28%, tv 5%, outdoor 4%, business papers 32%, point of sale 12%. It has four employes in one office, and expects 1959 volume to be up 15%.

Fred R. Becker Advertising Agency, Louisville, billed $349,668 in 1958, of which $10,905 was in capitalized fees. Comparable figures in 1957 were $385,431 and $23,012. It added Zoeller Co., Linker Bros. Baking Co. and Excel-O-Therm Container Corp. and lost Hayes Garment Co. Its media breakdown was: newspapers 33%, television 24%, radio 10%, transit 8%, magazines 7%, business papers 7%, farm publications 6% and outdoor 5%. It has eight employes in one office, and expects business to be up 12% in 1959.

Max W. Becker Advertising, Long Beach, Cal., billed $819,969 in 1958, of which $110,211 represented capitalized fees. The agency billed $631,000 in 1957, and did not reveal what portion was capitalized. During 1958 it lost General Telephone Co. of California and added Sleep-Eze Co. Media breakdown was: newspapers 27%, magazines 20%, supplements 24%, television 10%, outdoor 5%, business papers 8%, farm publications 1%, transit advertising 2% and point of sale 1%. It has 12 employes and expects its 1959 volume to rise 20%.

Louis Benito Advertising, Tampa, Fla., billed $764,122 in 1958, of which $321,028 represented capitalized fees. In 1957 comparable figures were $712,855 and $317,286. During the year the agency added the 7-Eleven Food Stores, Clewiston Inn, Everina Homes, Garcia Canning Co., Golden Gift, Clewiston Chamber of Commerce, and the First National Bank of Tarpon Springs. It lost Florida Prestressed Concrete. Media breakdown was: newspapers 18%, magazines 2%, supplements 1%, radio 18%, television 29%, outdoor 22%, business papers 7%, farm publications 1%, transit advertising 1% and point of sale 1%. The agency has ten employes, and expects 1959 volume to be up 10%.

Black & Musen, Springfield, Mass., billed $414,500 in 1958, of which $108,500 represented capitalized fees. Comparable figures in 1957 were $340,500 and $100,000. During the year it added Sunshine Art Studios, Growers Outlet, Slendora Salons; it lost Amana Budget Plan and General Gilbert Corp. Media breakdown: newspapers 5%, magazines 54%, supplements 1%, radio 1%, tv 1%, business papers 9%, point of sale 1%, "other" 28%. It has seven employes in one office, and expects 1959 volume to increase 10%.

Bonfield Associates, Oakland, billed $462,422 in 1958, of which $310,782 represented capitalized fees. During the year it added Computer-Measurements Corp., Petersen Engineering Co. and Spectrol Electronics Corp. Media breakdown: business papers 100%. It has seven employes in one office and expects 1959 volume to rise 50%.

Brace Associates, New York, billed $102,000 in 1958, of which $32,000 represented capitalized fees. Comparable figures for 1957 were $80,000 and $20,000. The

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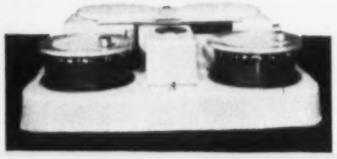

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*George Neustadt's Statistical Analysis of Advertising by Seasoned Advertisers in Providence and Philadelphia show that marketwise they are practically identical. Dividing these markets by price emphasis or price zones, Neustadt reports:

Price Emphasis	Low Zones 1 & 2	Medium Zones 3 & 4	High Zones 5 & 6
Providence	37%	41%	22%
Philadelphia	36%	41%	23%

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*Gravure Advertisers (in This Week Magazine or our own locally-edited Rhode Islander) may purchase Providence Journal-Evening Bulletin combination, black and white, at $.44 per line, using same copy—the minimum black and white size to be at least equal to the gravure copy. Such combinations to be completed within the same calendar week.

Realize what we've been saying right along . . . Providence is an "A" schedule market, dominated by The Providence Journal-Bulletin, one of the most productive newspapers in the country.

Schedule These Winning Sales Combinations

The Providence Sunday Journal
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The Providence Journal
UN Report Sees A-Test Peril to Man

Now for the first time, the strongest selling force in Rhode Island—The Providence Journal-Bulletin—offers advertisers special winning sales combinations tailored to fit YOUR promotional program.

Choose the combination that best fits YOUR advertising campaign for this "A" schedule market:

Combination*	Circulation	Line Rate
Morning and Evening	204,022	.62
Sunday Journal	185,473	.60
Sunday and Morning	243,234	.70
Sunday and Evening	331,734	.98
Sunday, Morning and Evening	389,495	$1.04

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Providence Journal-Bulletin

Represented Nationally by WARD-GRIFFITH CO., Inc., with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Charlotte and Portland (Ore) agency added Berlin Associates, Accessocraft and Bonas Bros. of Britain. It placed 55% of its billings in newspapers, 40% in magazines, 1% in radio, 1% in business papers, 1% in point of sale and 2% in "other" media. It has seven employes in two offices and expects volume to be up 20% in 1959.

R. C. Breth Inc., Green Bay, Wis., billed $287,269 in 1958, of which $8,004 was in capitalized fees. Comparable figures for 1957 were $285,720 and $7,770. It added Sand Knit Mills Corp. and C & W Sales & Mfg. Co. and lost Thompson Skis. Its media breakdown was: business papers 46%, farm publications 17%, newspapers 14%, magazines 10%, television 7%, radio 5% and point of sale 1%. The agency has three employes in one office, and expects business to be up 7% in 1959.

Bridges-Sharp & Associates, Dayton, O., billed $454,328 in 1958, of which $54,443 represented capitalized fees. In 1957 comparable figures were $475,710 and $56,996. During the past year the agency added Art Rodenbeck Inc., real estate development, Neal's Dairy, Hills & Dales Racquet Club and Stenger's Ford Co., all of Dayton, and lost no accounts. Media breakdown was: newspapers 20%, magazines 5%, radio 20%, television 35%, outdoor 5%, transit advertising 3%, point of sale 10%. It has six employes, and expects its 1959 volume to be up about 15%.

Earle Palmer Brown & Associates, Washington, D.C., billed $295,790 in 1958, of which $286,190 represented capitalized fees. The agency added one account, Desser & Garfield, builders and land developers. Newspapers took 90% of billings, radio 5% and television 5%. The agency has eight employes and looks for a volume gain of 50% in 1959.

M. B. Brucker Co., New York, billed $137,700 in 1958, including $66,700 in capitalized fees. This compares with 1957 billings of $115,000, including $60,000 in fees. The agency gained one account, Sondra Mfg. Co., and lost one, Scott-Martin Inc. Billings went like this: newspapers, 20%; magazines, 20%; radio, 2%; business papers, 50%, point of sale, 2%, and other media, 6%. The agency employs two persons in one office and expects a 10% gain in volume during 1959.

Buss, Bear & Associates (formerly R. H. Buss & Associates), Los Angeles, billed $530,000 in 1958, all in commissionable space and time for clients. The comparable figure in 1957 was $610,000. It added Anatole Robbins during the year and reported no account losses. Its media breakdown was: newspapers 26%, magazines 55%, radio 7%, television 7%, business papers 3%, point of sale 2%. It has eight employes, and expects its 1959 volume to be up about 40%.

Kenneth B. Butler & Associates, Mendota, Ill., billed $622,947 in 1958, of which $161,000 represented capitalized fees. Total billings in 1957 were $606,000, but the agency did not report the amount in capitalized fees. During the past year the agency added Porter Athletic Equipment Co., Eclipse Lawn Mower Co., and H. Hume Co., and lost Seymour of Sycamore. Media breakdown was newspapers 6%, magazines 21%, outdoor 2%, business papers 40%, farm publications 13%, point of sale 4%, "other" 14%. The agency has 13 employes, and expects 1959 volume to rise 10%.

Buxton Advertising Agency, Pasadena, Cal., billed $575,008 in 1958, of which $208,104 represented capitalized fees. Comparable figures for 1957 were $492,000 and $102,000. The agency placed 41% of its billings in newspapers, 15% in television, 15% in magazines, 20% in business papers, 5% in radio, 3% in outdoor and 1% in transit advertising. It has 11 employes and predicts a volume gain of 50% for 1959.

Byrum Advertising Agency, Denver, billed $107,845 in 1958, down slightly from the $113,242 it billed in 1957. In 1958, capitalized fees represented $23,345, compared with $33,242 in 1957. It added Volume Gun Irrigation Co., Longmont, Colo., lost none. Media breakdown of billings: farm publications 75%, radio 15%, newspapers 5%, magazines and direct mail, 2% each, and television 1%. It has one employe, and sees a 1959 about like 1958.

Joseph F. Callo Inc., New York, billed $833,500 in 1958, including $333,500 in capitalized fees. In 1957 the total was $600,000, including $200,000 in fees. Callo gained Richmond Screw Anchor Co. and St. John's University in 1958. It reported no losses. It put 30% of its billings into newspapers, 10% into magazines, 15% into outdoor, 30% into business papers, 5% into transit advertising and 2% into point of sale. Other media got 8%. The agency employs 11 persons in one office. It anticipates a 20% jump in 1959 volume.

Campbell-Sanford Advertising Co., Chicago, billed $120,000 in 1958, of which $20,000 represented capitalized fees. In 1957 it billed $150,000. It lost no accounts and added Maher Color & Chemical Co. in '58. Media breakdown was: newspapers 35%, magazines 60%, radio 5%. The agency has three employes, and expects its 1959 volume to be about the same as in 1958.

Solis S. Cantor Advertising, Philadelphia, billed $462,480 in 1958, including $27,480 in capitalized fees. This compares with $425,000 in straight billings in 1957. The agency added three accounts, Cape Coral and Ft. Myers, Fla., and Alvin Swenson Ford, while losing none. Billings were divided as follows: newspapers 48%, magazines 10%, radio and television 35%, business papers 5%, and transit advertising 2%. The agency employs seven persons in one office and expects 1959 volume to increase 5%.

Carpenter Advertising Co., Cleveland, billed about $500,000 in 1958, no change from 1957, according to the agency. Media breakdown was: 20% in newspapers, 20% in magazines, 10% in television, 5% in outdoor, 35% in business papers and 10% in farm publications. The agency employs 11 persons in one office and expects 1959 volume to rise 10%.

Lincoln J. Carter Advertising, South Bend, Ind., billed $445,398 in 1958, with $66,513 capitalized compared with $390,094 and $73,723 in 1957. The agency added Arnolt Corp. in March, Prairie Schooner in August and Da Lite Screen in September, and lost Stewart Coach during the year. Business papers got 47% of the billings, television 12%, newspapers 6%, magazines 4%, and farm publications 4%, point of sale

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3%, outdoor and transit advertising 2% each and other media about 3%. There are seven employes in one office and a 14% billings increase is predicted.

J. W. Christopher Advertising, Pasadena, billed $232,500 in 1958, of which $178,500 represented capitalized fees. In 1957 comparable figures were $257,304 and $99,609. Accounts gained during the year were United Electrio Dynamics, Micro-Gee, and TelAutograph-Olivetti; it lost none. Its media breakdown was newspapers 20%, magazines 20%, business papers 50%, and other 10%. It has one office with five employes, and expects 1959 volume to be up 15%.

Coleman Todd & Associates, Mansfield, O., billed $942,000 in 1958, of which $172,500 represented capitalized fees. During the year it added Martin Steel Products Co. and Wooster Brush Co. Media breakdown: newspapers 8%, magazines 7%, business papers 85%. It has 17 employes in one office, and expects 1959 volume to rise 10%.

Columbia Advertising Inc., Battle Creek, Mich., billed $455,907.22 in 1958, including $399,834.35 in capitalized fees, compared with 1957 billings of $491,493.74, including $451,317.61 capitalized. The agency added three accounts, Pemco Wheel Co., Michigan Carton Co. and Oliver Electrical Mfg. Co., while losing none. All billings were in business papers. The agency employs five persons in one office and expects a 20% increase in 1959 volume.

Allan Copeland & Garnitz, Chicago, billed $500,000 in 1958, of which $200,000 is in capitalized fees. This includes Allan J. Copeland Advertising for the first half of the year. The agency was incorporated July 1. In 1957 billings were $150,000, with $50,000 capitalized. The agency added Howard Parlor Furniture Co. in November, Family Life Insurance agency and Royal Circle Insurance agency in December. Billings were evenly divided between newspapers, magazines and business papers. The agency has one office, five employes and expects a 20% billings increase for 1959.

Craig & Reid, Hollywood, Cal., billed $560,000 in 1958, down slightly from the $575,000 billed in 1957. No changes reported in the account list. Media breakdown: television, 65%; magazines 21%; newspapers 14%; outdoor, 12%; radio 5%. It has four employes, and estimates that 1959 billing will be 10% higher.

Crisp & Harrison, Jacksonville, Fla., billed $393,044 in 1958, including $101,114 in capitalized fees. This compares with $379,566 and $64,998 in 1957. It added South Provision Co. and Del Valley Foods. Newspapers got 55%; magazines 18%, outdoor 7%, television 6%, contests 5%, point of sale 4% and business papers 3%. There are five employes in one office and a 20% rise is predicted for 1959.

Cruttenden Advertising, Chicago, billed $872,400 in 1958, including $165,250 in capitalized fees. This compares with 1957 billings of $1,016,187, including $222,755 in fees. During the year the agency added three accounts, Allen Hollander Co., Schaar & Co. and Labasco Inc., while losing divisions of Admiral Corp. Media breakdown was: newspapers 13%, magazines 40%, supplements 2%, business papers 21%, point of sale 3% and other collateral advertising, 21%. The agency employs nine people in one office and expects no change in 1959 volume.

Earl R. Culp Co., Los Angeles, billed $130,129 in 1958, of which $108,054 represented capitalized fees. In 1957 comparable figures were $122,262 and $102,173. During the year it neither added nor lost an account. Media breakdown: newspapers 17%, business papers 5%, transit 52% and phone book 26%. It has two employes in one office, and expects 1959 volume to rise 10%.

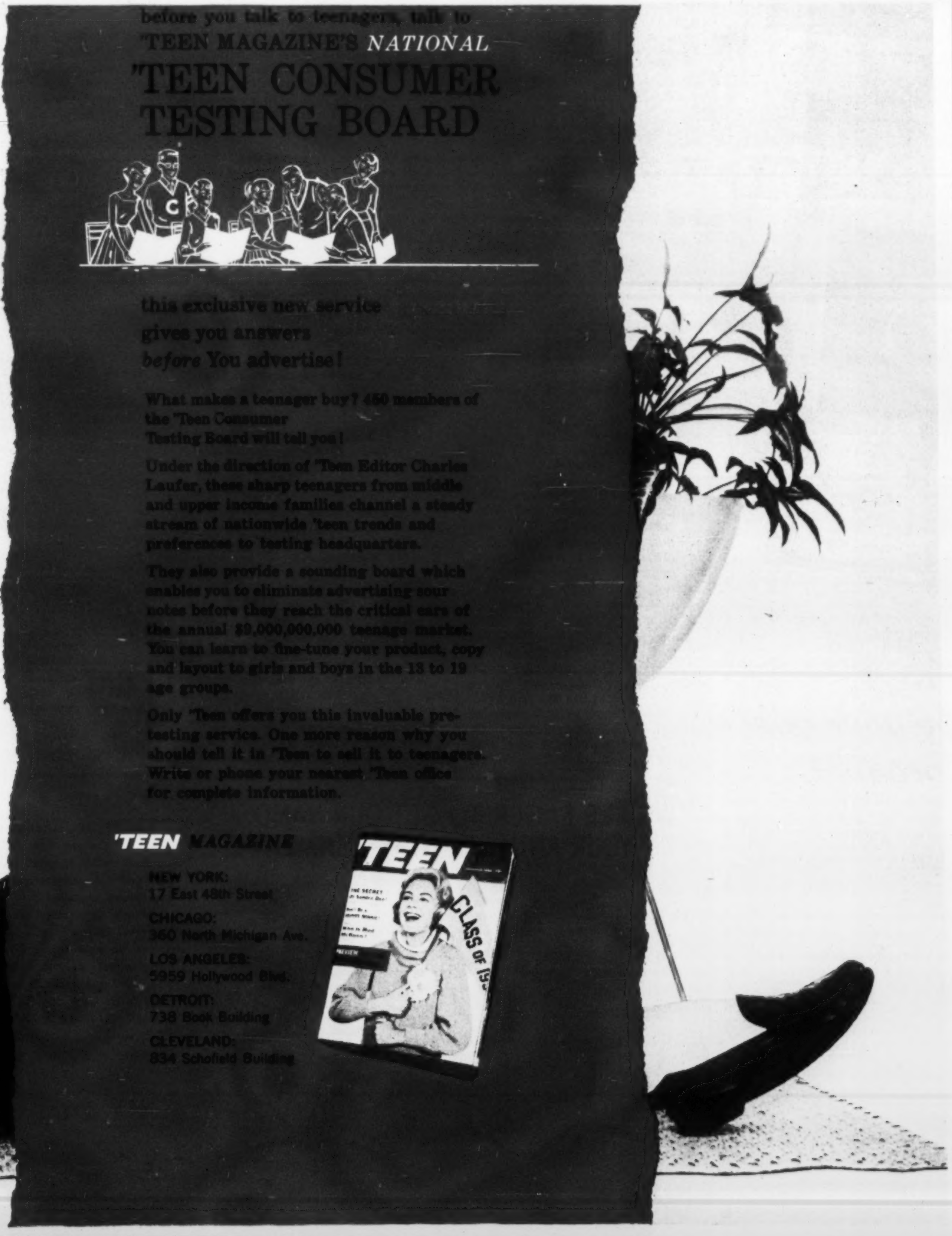
Curtis, Sarver & Witzerman, Long Beach, Cal., billed $795,996 in 1958 under the name, Patch & Curtis. Included were capitalized fees totaling $274,614. In 1957, billings were $641,081, including $268,667 in capitalized fees. Patch & Curtis merged at the end of the year with Sarver-Witzerman Advertising. The merged shop has 18 employes in one office, and expects 1959 volume to be up 100-150%.

R. I. David & Co., Chicago, billed $513,783 in 1958, of which $430,001 represented capitalized fees. Comparable figures for 1957 were $442,605 and $300,150. The agency reported no account changes. Media breakdown was: newspapers 8%, magazines 7%, radio 4%, outdoor 1%, "other" 80%. The agency has three employes.

Davidor Advertising Agency, New York, billed $60,000 in 1958, a year when it began operations in March. It added 13 clients, lost none. Its billings were 100% in magazines. It has two employes, one freelance. It estimates 1959 billings up 10%.

Davies & McKinney, Erie, Pa., billed $351,444 in 1958, of which $40,150 was in capitalized fees. It reported no account gains or losses. Its media breakdown was: business papers 90% and "other" 10%. It has one employe in one office, and expects business to be up 10% in 1959.

Leonard Davis Advertising Inc., Worcester, Mass., billed $163,000, including $90,000 in capitalized fees, last year. The 1957 total was $175,612, including $97,065 in fees.



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The agency gained the J. Baker Factory Shoe Outlets while losing Heart furniture and the Park theater. Davis put 25% of its billings into newspapers, 58% into radio, 5% into outdoor, 5% into business papers and 5% into point of sale. The agency employs five persons in one office. It expects 1959 volume to be about the same as '58.

Dobbins, Woodward & Co., South Orange, N.J., billed $834,185, including $306,820 in capitalized fees, last year. The 1957 total was $667,000. Dobbins added the South Bend division of Curtiss-Wright and the Sika Chemical Corp. No accounts were lost. The agency put 78% of its billings into business papers and 22% into collateral materials (catalogs, etc.). The agency employs 14 persons in one office. A gain of 30% in volume is expected this year.

Douglas Advertising Agency, Rapid City, S.D., billed $202,836 in 1958, of which $12,608 represented capitalized fees. Comparable figures for 1957 were $187,736 and $8,004. The agency opened a branch office in Great Falls, Mont., and added five new accounts during the year. The new clients are: Jim Kovich, a jeweler, and Hansen's Dairy, both of Great Falls; Black Hills Gold Creations and Black Hills Kennel Club, both of Rapid City; and John J. Grier Co., Chicago. One account, the Red River Valley division of Summers Fertilizer Co., Grand Forks, N.D., was dropped. The agency placed 44% of its billings in television, 15% in magazines, 15% in farm publications, 14% in newspapers, 6% in radio, 2% in outdoor, 2% in business papers and 2% in transit advertising and illuminated displays. The agency expects a 30% volume increase in 1959.

John L. Douglas & Associates, Bradenton, Fla., billed $648,000 in 1958, of which $210,000 represented capitalized fees. The comparable figures for 1957 were $325,000 and $25,000. The agency added one client, Supreme Fruit Co., Washington, D.C. It placed 40% of its billings in television, 25% in radio, 15% in newspapers, 10% in business papers, 6% in point of sale, 1% in outdoor and 3% in other media. The agency has eight employes and expects volume to be up 15% in 1959.

Duncan-Brooks Inc., Garden City, L.I., billed $989,280 in 1958, of which $507,219 represented capitalized fees. Comparable figures for 1957 were $1,013,093 and $771,052. The agency gained three accounts—Tube Distributors Co., Metalab Equipment Co. and Weksler Thermometer Corp.—while dropping one, Pfaff & Kendall Corp. It placed 69% of its billings in business papers, 9% in newspapers, 6% in magazines, 2% in outdoor, 1% each in farm publications, transit advertising and point of sale, with the remaining 11% in direct advertising. The agency has 15 employes—five parttime—and expects a volume increase of 20% in 1959.

Edelstein-Nelson Advertising Agency Inc., Chicago, billed about $500,000 in 1958. The agency did not report 1957 billings figures. During the year it added three accounts, Marvel Metal Products, John Herman Mfg. Co. and Johnnie Walker Inc., while resigning one account, American Camera & Photo Supply. Media breakdown was: newspapers 10%, magazines 30% and business papers 60%. The agency employs 10 persons in one office and expects a 50% increase in 1959 volume.

George Eschbaugh Advertising, Wilson, Kan., billed $216,638 in 1958, of which $162,334 was capitalized fees. In 1957 it was $96,700, with $66,700 capitalized. Farm publications got 86% of the billings, newspapers 8%, magazines, business papers and point of sale 2% each. There are three employes in one office and 1959 business is expected to be about the same as 1958.

Rex Farrall Inc., Canton, O., billed $59,606 in 1958, compared with $72,663 in 1957. It neither lost nor gained an account during the year. Media breakdown: newspapers 10%, magazines 5%, radio 10%, business papers 75%. It has two employes in one office, and expects 1959 volume to rise 30%.

Feeley Advertising, New York, billed $850,000 in 1958, the same as in 1957. During the year, it added Groov-Pin Corp. and Merrick Scale Mfg. Co. It has 14 employes in one office, and expects 1959 volume to be up 10%.

Paul A. Fergus Co., South Bend, Ind., billed $256,804, including $83,183 in capitalized fees last year. In 1957, the agency billed $209,292, including $85,376 in fees. Fergus last year added W. J. Hagerty & Sons, University of Notre Dame Press, Fidelity Investment Inc. and C. Harry Swanson Inc. It reported no losses. Newspapers got 14% of the billings, magazines 2.2%, radio 9.6%, television 4.2%, outdoor 1.5%, business papers 40.1%, transit advertising 8.3% and other media 20.1%. Fergus employs five persons in one office. It expects a 25% increase in volume this year.

Firestone-Goodman Advertising, Minneapolis, billed $454,522 in 1958, of which $30,682 was capitalized fees, compared with $401,000 and $16,000 in 1957. It added Barry Blower Co. and Vic Mfg. Co., industrial division. Business papers billed 70%, newspapers 15%, magazines 10% and radio 5%. There are eight employes in one office and a 10% rise is predicted for 1959.

Flamm Advertising, New York, billed $50,000 in 1958, compared with $30,000 the year before. Business papers got 98% of the billings, newspapers 2%. There is one office and one employe and a 25% rise is expected in 1959.

Fletcher, Wessel & Enright, St. Joseph, Mo., which opened its doors in 1957, billed $423,157 in 1958, of which $241,807 represented capitalized fees. During the year it added Koch Supply and Research Laboratories; it lost no accounts. Media breakdown: newspapers 24%, radio 15%, tv 30%, outdoor 6%, business papers 16%, farm publications 7%, point of sale 2%. It has nine employes in one office, and expects 1959 volume to be up 30%.

Harold E. Flint & Associates, Fargo, N.D., billed $575,053 in 1958, of which $181,776 represented capitalized fees. Comparable figures in 1957 were $383,201 and $129,602. During the year the agency added Goldberg Feed & Grain Co., Leo Lumber Co. and North Dakota Railway Lines; it lost none. Media breakdown was: newspapers 39%, radio 8%, tv 26%, business papers 3%, farm publications 13%, point of sale 10% and "other" 1%. Flint has eight employes in one office, and expects 1959 volume to be up 15%.

Food Research & Advertising, Chicago, billed an estimated $194,052 in 1958, of which $138,736 represented capitalized fees. Its 1957 figures were approximately the same. The agency reported that it added five accounts and lost five in '58. Media breakdown was: newspapers 30%, business papers 15%, direct mail 50%. The agency reports that its activity in package designing has increased. It has three employes.

Forbes Advertising Agency, Plainfield, N.J., billed $101,350 in 1958, of which $33,350 represented capitalized fees. Comparable figures for 1957 were $74,000 and $22,000. The agency added New Jersey Knott Hotels during the year; it did not lose any important accounts. Business papers got 75% of the agency's billings, newspapers 20% and outdoor 5%. The agency has five employes and looks for a 25% increase in volume in 1959.

Ken Fox Co., Toledo, O., billed

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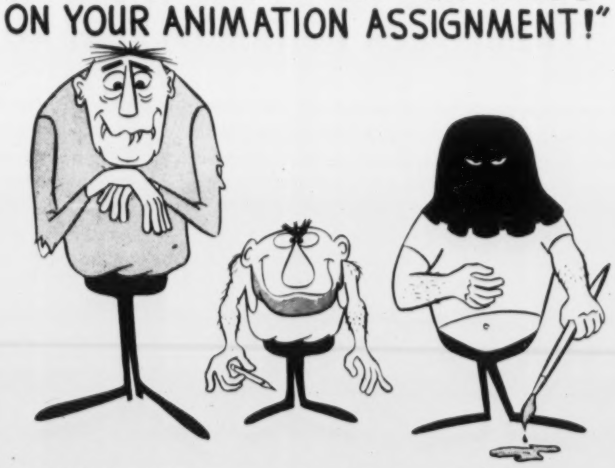

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P.O. Box 8263, Santurce, Puerto Rico
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NEW YORK, NEW YORK
Suite 3610, Chanin Building
122 East 42nd Street
Telephone MU 2-0521

$101,223 in 1958, including $75,083 in capitalized fees. The agency was incorporated in October, 1957. It neither gained nor lost an account last year. Billings were invested as follows: 5% in newspapers, 1% in radio and 94% in business papers. Fox employs two persons in one office and expects '59 volume to advance 30%.

Frances, Morris & Evans Inc., New York, billed $789,043 in 1958, including $467,567 in capitalized fees, as against $625,200 in 1957, including $400,200 in fees. The agency added one account, Eugene Stevens Inc., while losing none. Media breakdown was: newspapers 50%, magazines 15%, supplements 10%, television 5%, business papers 10% and point of sale 10%. The agency employs six people in one office and expects 1959 volume to rise 15%.

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Franklin Advertising Inc., Milwaukee, billed $521,893 in 1958, of which $99,916 represented capitalized fees. Comparable figures in 1957 were $348,340 and $37,105. During the past year the agency added Wonder Building Corp. of America, and lost Deep Rock Gasoline.

Media breakdown was: newspapers 20%, magazines 50%, radio 2%, television 8%, business papers 5%, farm publications 10%, point of sale 5%. It has seven employes, and expects its 1959 volume to rise 5 or 8%.

Franklin Associates, San Pedro, Cal., billed $683,955 in 1958, including $575,260 in capitalized fees, as against $647,531, including $533,632 capitalized in 1957. During the year the agency neither lost nor gained an account. Media breakdown was: newspapers 2.6%, magazines 10.84%, outdoor 1.2% and business papers 40.43%. The agency employs five persons in one office and expects 1959 volume to remain about the same.

Friend, Krieger & Johnston Inc., New York, billed $551,700, including $66,700 in capitalized fees, last year. The 1957 total was $498,000, including $35,000 in fees. The agency reported neither account gains nor account losses in 1958. It put 88% of its billings into newspapers, 3% into magazines, 0.5% into supplements, 0.5% into outdoor, 1% into business papers and 7% into point of sale. It employs nine persons in two offices and expects 1959 volume to advance by 10%.

Charles F. Fry Advertising Associates, Orlando, Fla., billed $401,227 in 1958, of which $87,549 represented capitalized fees. Comparable figures for 1957 were $223,598 and $71,297. One account—Por-o-Por Co. of Florida—was added, and one—Radiation Inc., added in 1957—was dropped. Media use broke down as follows: magazines 25%, newspapers 20%, business papers 14%, outdoor 10%, television 10%, farm publications 4%, supplements 3%, radio 2%, transit advertising 1%, point of sale 1%, direct mail, production and "other" 10%. The agency has six employes and predicts a volume gain of 50% for 1959.

Fyten-Hoffman, Minneapolis, billed $325,000 in 1958, all in commissionable space and time for clients. The comparable figure in 1957 was $300,000. During the past year it added Pro-Vid-All Mills, Minneapolis Electrical Board Industry and Fidelity Bank & Trust Co. It reported losing no accounts. Media breakdown was: newspapers 25%, magazines 35%, radio 15%, television 10%, business papers 5%, farm publications 10%. The agency has four employes, and expects 1959 volume to be about the same as in 1958.

Gadsby Advertising, San Francisco, billed $200,000 in 1958, of which $170,000 represented capitalized fees. The agency added Duplex Corp. during the year. It places 90% of its billings in business papers, 5% in newspapers and 5% in farm publications. It has three employes and expects volume to rise 40% in 1959.

Gardiner Advertising, Salt Lake City, billed $222,838 in 1958, of which $58,315 represented capitalized fees. Comparable figures in 1957 were $215,438 and $46,043. During the year it added Dee's Hamburger Drive-Ins, Lelis Automotive, and Midas Muffler. Media breakdown: newspapers 19%, magazines 5%, radio 23%, tv 38%, farm publications 5%, production 10%. It has one office with four employes and expects 1959 volume to rise 15%.

General Advertising Agency, Hollywood, billed $650,000 in 1958, up from $500,000 in 1957. No significant change in the account list. Media billing breakdown: newspapers 60%, magazines 15%, radio 10%, television 5%, outdoor 10%. It has ten employes, and believes 1959 volume will be down.

Gent Advertising, Toronto, billed $883,350 in 1958, of which $33,350 represented capitalized fees. Comparable figures in 1958 were $733,340 and $13,340. During the year it added Galt Metal Industries, Woelfle Shoe Co. and Canadian Watercraft Industries. Media breakdown: newspapers 18%, magazines 18%, radio 3%, outdoor 2%, business papers 50%, farm publications 4%, point of sale 5%. It has one office with 14 employes, and expects 1959 volume to increase 20%.

Geren Advertising, Chicago, billed $153,371 in 1958, of which $46,690 represented capitalized fees. No comparable figures are available for 1957. During the year it lost National Restaurant Assn. and added Peoples Federal Savings & Loan, Mayer Mfg. Corp., California Products of Chicago, Aegis Laboratories Inc., and Tri-Par Mfg. Co. Media breakdown was: newspapers 20%, magazines 10%, outdoor 20%, business papers 40%, point of sale 10%. It has two employes. It expects its 1959 volume to be up 50% or more.

Getz & Sandborg, Beverly Hills, Cal., billed $675,393 in 1958, of which $497,101 represented capitalized fees. In 1957, comparable figures were $560,511 and $411,195. During the year, it added Daystrom Pacific, Del Mar Engineering Laboratories, and Statham Instruments; it lost none. Media breakdown: newspapers 2%, business papers 98%. It has 10 employes in one office and expects 1959 volume to rise 70%.

Gibney & Barreca, Springfield, Mass., billed $760,000 in 1958, compared with $679,000 in 1957. It makes no report on capitalized fees. During the year it added Treadway Inns Corp., Holyoke Card & Paper Co., and the Belfab Corp., and reported no accounts lost. Media breakdown was: newspapers 4%, magazines 4%, radio 12%, television 2%, outdoor 6%, business papers 20%, farm publications 6%, point of sale 6% and direct mail, promotion and catalogs 40%. The agency has 13 employes, and expects 1959 volume to rise 10%.

Gislason-Reynold Ltd., Toronto, billed $427,000 in 1958, of which $40,000 was in capitalized fees. Comparable figures in 1957 were $428,000 and $18,000. No account losses or gains were reported. Its media breakdown was: newspapers 30%, radio 22%, television 18%, point of sale 12%, transit 3%, outdoor 2%, business papers 2% and "other" 11%. It has 14 employes in one office, and sees business up 30% this year.

Roy C. Goettsche Advertising, Jacksonville, Fla., billed $118,344 in 1958, of which $86,584 represented capitalized fees. No comparable figures are available for 1957, when the agency billed $24,619 in commissionable space only. It reports no additions or losses of accounts in '58. Media breakdown was: newspapers 10%, magazines 50%, television 10%, business papers 20%, transit advertising 10%. The agency has two employes and expects 1959 volume to be about the same as in '58.

Nate Goldberg Advertising Agency, Flint, Mich., billed $115,050 in 1958, of which $100,050 represented capitalized fees. No comparable figures are available for 1957, but the agency reported commissionable fees that year of $4,000. During 1958 it added CMS Enterprises. Media breakdown was: newspapers 80%, radio 10%, television 5%, business papers 5%. The agency has three employes, and expects its 1959 volume to rise 25%.

Goodis, Goldberg, Dair Ltd., Toronto, billed $585,600, including $338,200 in capitalized fees, in 1958. Its 1957 total was $335,000, including $144,050 in fees. The agency gained Federal Pacific Electric Co., Macmillan Co. of Canada and LaPrairie Brick & Tile. It reported no lost accounts. Billings were invested as follows: 39% in newspapers, 38% in magazines, 6% in radio, 4% in outdoor, 4% in business papers, 7% in transit advertising and 2% in telephone directories. Goodis employs 12 persons in two offices. It expects a 25% gain in volume in 1959.

Gorchov Advertising, Miami Beach, billed $433,908 in 1958 and $561,520 in 1957. During 1958 it added Aristocrat Motel and Attache Motel, Hollywood Beach, and Delmonico Hotel, Miami Beach, and lost no accounts. Its media breakdown was: newspapers 90%, magazines 4%, outdoor 2% and other 4%. It has four employes in one office, and expects business to be up 20% in 1959.

Ted Gravenson Inc., New York, billed $513,450 in 1958, its first year in business, including $123,665 in capitalized fees. The agency added three new accounts, Rawplug Co., Valjean Pearl Corp. and Willor Mfg. Corp., while losing none. Billings breakdown by media was: magazines 90%, newspapers 5% and supplements 5%. The agency employs nine people in one office and expects 1959 volume to increase 20%.

Griffith & Rowland, Jameston, N.Y., billed $151,745 in 1958, of which $67,957 represented capitalized fees. Comparable figures for 1957 were $208,648 and $99,913. No important accounts were gained or lost during the year. The agency placed 70% of its billings in magazines, 16% in radio and 14% in newspapers. It expects volume to rise 30% in 1959.

Grimm & Craigle, Chicago, billed $634,382 in 1958, including $58,696 in capitalized fees. The agency gained Garden City Plating & Mfg. Co. and Great Lakes Paint & Varnish. It lost the Turner Brass Works. Billings were invested: 5% in newspapers, 5% in magazines, 5% in radio and 85% in business papers. The agency employs 13 persons in one office. It expects a 10% gain in 1959 volume.

Gottschaldt & Associates, Coral Gables, Fla., billed $795,378 in 1958, of which $586,960 represented capitalized fees. Comparable figures for 1957 were $940,-

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Do they like the format? Does it impress—or depress—them? Does an advertiser lose "prestige" when he uses this type of publication? Does it increase—or decrease—his chances of making sales?

You can have the answers to these and many other questions in exchange for about 20 minutes of your time . . . just by inviting your nearest MINING and QUARRYING representative to call.

This study might change your entire thinking about industrial media selection. Why not look it over? Returning the coupon is a convenient first step.

a national PRODUCT NEWSpaper
covering
THE SOLID MINERALS INDUSTRIES MARKET

Mining and Quarrying
JUNE 1958

Mining and Quarrying
NEW YORK 22—18 East 60 St.
PITTSBURGH 22—101 Investment Bldg.
CHICAGO 1—333 N. Michigan Ave.
ST. LOUIS 1—706 Chestnut Ave.
KANSAS CITY 6—Sharp Building
DALLAS 1—505 N. Ervay
LOS ANGELES 5—439 S. Western Ave.
SAN FRANCISCO 5—605 Market St.

MINING AND QUARRYING
18 East 60 St., New York 22, N. Y.
I'd like to see the study that might change my entire thinking about industrial media selection. Have your representative
☐ bring it around
☐ arrange for an appointment
Name________ Title________
Company or agency________
Address________
City, Zone, State________ Phone________

You can tell how the pulling power of Washington, D. C. newspapers is rated by these

1958 figures of The Washington Star

Again in 1958, The Washington Star was the overwhelming choice of Washington's biggest and most successful advertisers . . . and The Star's emphatic leadership in a 3 newspaper market was achieved *despite the fact that The Star was on strike for four days*—three of them during the peak Christmas advertising season.

62.7% **TOTAL LINAGE LEADING SPECIALTY STORES**

vs. 32.2% for Post-Times Herald & 5.1% for Daily News—a lead of nearly 1 million lines

51.4% **TOTAL LINAGE DEPARTMENT STORES**

vs. 35.7% for Post-Times Herald & 12.9% for Daily News—a lead of over 2¾ million lines

50.5% **TOTAL LINAGE WASHINGTON'S 25 LARGEST ADVERTISERS**

vs. 37.3% for Post-Times Herald & 12.2% for Daily News—a lead of over 4 million lines

49.7% **TOTAL LINAGE RETAIL DRUGS**

vs. 35.7% for Post-Times Herald & 14.6% for Daily News—a lead of over 300,000 lines

49.1% **TOTAL LINAGE RETAIL CHAIN GROCERS**

vs. 39.5% for Post-Times Herald & 11.4% for Daily News—a lead of over ½ million lines

It's been happening month after month for years and years because it's a family habit in The Nation's Capital to shop the ads at home in The Washington Evening Star.

The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON, D. C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Ave., NYC 17; Chicago — Detroit — Los Angeles — San Francisco

Special Florida representative: McAskill, Herman & Daley, Inc., 1205 Lincoln Rd., Miami Beach, Fla.

WTRF-TV STORY BOARD

The group of ancients were gathered on the benches around the courthouse square for their usual Saturday morning discussions of weather, politics and such.

A dazzling blonde zipped by, every one of her curvaceous assets quivering in perfect harmony, and the conversation came to a halt.

"I wonder," gasped one of the younger men finally, "how old a man is before he loses interest in things like that."

"Well, I don't rightly know," spoke up one of the others, "but I can sure tell you it must be older than 84!"

● Conversation-stopper where business is concerned is the booming 36-county market served by WTRF-TV [NBC], from Wheeling, W. Va. It's the nation's 37th TV market, where 2 million people have a spendable income of $2½ billion annually. Ask the George P. Hollingbery Company about it.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

215 and $713,690. The agency added Executive Service, Sunray Chairs, Sunray Plastics and Groner-Youngerman while dropping Lawnlite Co. The media breakdown was: magazines 28%, newspapers 27%, radio and television 24% and outdoor 21%. The agency has 11 employes and expects a volume increase of 5% in 1959.

Art Gruber Associates, Minneapolis, billed $450,000 in 1958, the same as in 1957. The agency neither lost nor added an account during the year and billings broke down this way: newspapers 10%, magazines 10%, radio & television 65%, outdoor 5% and business papers 5%. The agency employs eight persons in one office and expects no change in 1959 volume.

Bob Hairston & Associates, Memphis, billed $125,000 in 1958, including $40,000 in capitalized fees, as against $116,000 in '57, including $44,000 capitalized. The agency neither lost nor gained an account. Media breakdown was: newspapers 15%, magazines 35%, business papers 40%, point of sale 5% and "other" 5%. The agency employs five persons in one office and expects 1959 volume to increase 25%.

John T. Hall & Co., Philadelphia, billed $451,000 in 1958, including $156,000 in capitalized fees. This compared with 1957 billings of $467,000, including $160,000 in fees. The agency neither lost nor added an account. The billings breakdown: newspapers 12%, magazines 6%, radio 1%, television 5%, outdoor 2%, business papers 73%, and farm publications 1%. The agency employs seven persons in one office and expects 1959 billings to increase 8%.

Hall & Thompson, Oklahoma City, billed $511,745 in 1958, of which $144,229 represented capitalized fees. Comparable figures for 1957 were $509,210 and $353,500. The agency lost no important accounts and gained four: Oklahoma City Downtown Assn., Oklahoma City Home Builders Assn., Hudiburg Chevrolet Co. and Elsing's of Oklahoma. The media breakdown was: newspapers 20%, television 20%, magazines 15%, radio 15%, business papers 15%, outdoor 5%, point of sale 3%, farm publications 2%, transit advertising 2% and "other" 3%. The agency has seven employes and looks for a 25% gain in volume in 1959.

The Harper Co., St. Paul, billed $118,502.50 in 1958, including $5,002.50 in capitalized fees, as against 1957 billings of $132,371. During the year the agency added an account, Markley Laboratories, while losing Minnesota Fence & Iron Works. The billings breakdown: newspapers 46%, radio 2%, outdoor 0.8%, business papers 24% and farm publications 20%. The agency employs six persons in one office and expects 1959 volume to decrease by 12%.

M. W. Hartung & Associates, New Holland, Pa., billed $141,633 in 1958, of which $134,516 represented capitalized fees. Comparable figures for 1957 were $307,237 and $297,950. The agency added Singing Needles Inc. and dropped Hubbard Farms. Its media use broke down as follows: magazines 30%, business papers 20%, point of sale 20%, newspapers 15%, farm publications 10% and radio 5%. It has five employes and expects volume to be up by 30% in 1959.

Headen, Horrell & Wentsel, Chicago, billed at the rate of $850,000 in 1958. The agency was formed June 1, 1958. Its accounts included J. P. Gits Molding Corp., Decatur Pump and Charles F. Clark. The agency employs seven persons in one office. It expects a 25% gain in '59 volume.

Hemsing Advertising, Detroit, billed $86,260 in 1958, including $20,355 in capitalized fees, compared with 1957 billings of $81,651, including $20,715 in fees. The agency neither lost nor added an account in 1958. Business papers accounted for 98% of billings, with farm publications amounting to 2%. The agency expects 1959 volume to remain about the same as 1958.

Scott Henderson Advertising, Tucson, billed $131,298 in 1958, including $55,920 in capitalized fees, as against 1957 billings of $133,295, including $57,350 in fees. During the year the agency added three accounts, Arizona Inn, Arizona Employment Service and EPF Tool & Mfg. Co., while losing three, Corbett Lumber Co., Medco Discount House and Ramada Shop. The agency hires three persons in one office.

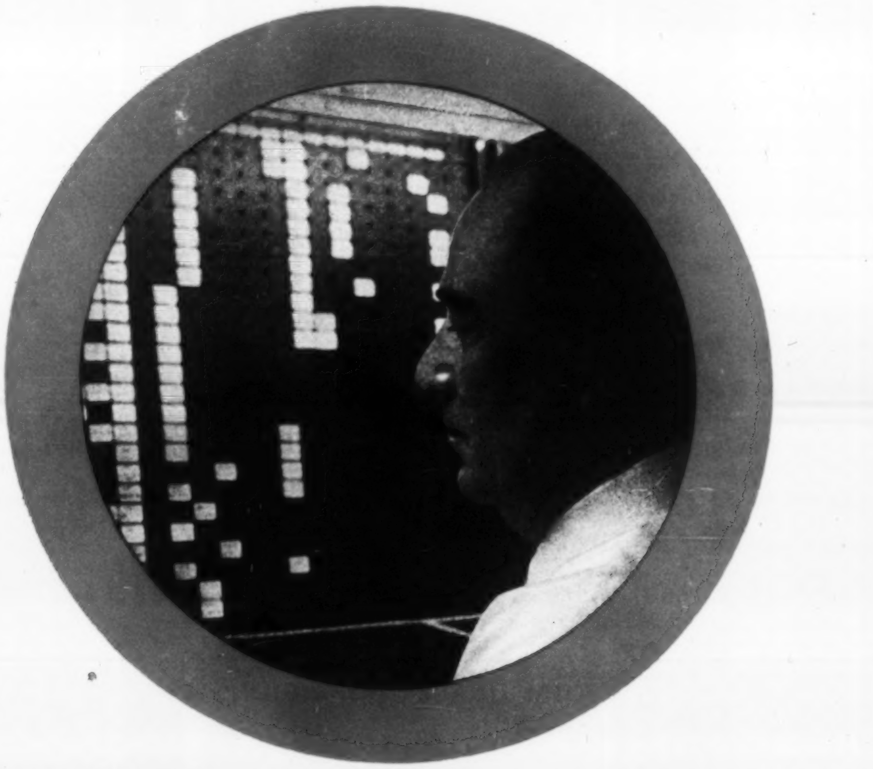
Heritage Advertising Agency, Bridgeport, Conn., billed $358,333 in 1958, of which $333,333 represented capitalized fees. Comparable figures for 1957 were $562,000 and $467,000. The agency added Consolidated Molded Products Corp. and dropped Nettle Creek Industries. Magazines took 50% of billings, business papers 25%, newspapers 15% and radio 10%. The agency has four employes and sees 1959 about the same as 1958.

John B. Hickox Inc., Cleveland, was involved in a three-way merger in October of last year and is now the Hickox-Donnelley division of Clark & Bobertz Inc., Detroit. Prior to the merger, Hickox Inc. billed $500,000 in 1958, as compared with $550,000 in 1957. It lost one account, Lamson-Sessions Co.

Ralph W. Hobbs Associates, Minneapolis, billed $400,000 in 1958—the same as 1957. It neither gained nor lost any important accounts during the year. Media breakdown was: newspapers 20%, television 30%, farm publications 40%, radio 5%, printed materials 5%. It has seven employes and sees 1959 about the same as 1958.

E. T. Holmgren Inc., St. Paul, Minn., billed $538,200 in 1958, as against $598,000 in 1957. During the year the agency neither added nor lost an account. Media went this way: newspapers 5%, magazines 35%, radio 5%, television 10%, farm publications 12% and point of sale 15%. The agency employs 11 persons in one office and expects a 20% increase in 1959 volume.

Hood, Light & Geise Inc., Harrisburg, Pa., billed $322,368.02 in 1958, including $231,223.09 in



Assistant plant manager Stanley T. Murphy, in charge of night operations at the Long Island City plant, checks the status of a job at the control desk.

Go to the busy man...

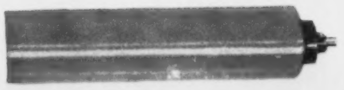
to get something done, the old proverb has it... which may be another good reason for going to Intaglio Service for your gravure production.

Oldest, largest, and busiest gravure processor, last year Intaglio handled more publication and packaging jobs than any other rotogravure engraver.

Intaglio's volume requires four plants in New York, Chicago, Detroit and Cincinnati. The continuous work flow, and nearness to customers, helps in time and costs.

Only Intaglio has the capacity for such volume... with a working force of more than 500 skilled personnel, 35% of whom have been with Intaglio for ten years or more . . . four brand new plants in the last three years, . . . with every available control for quality, air and light. Also more, and more varied, experience in gravure than anybody in the world!

The advertisers who use gravure most, in print and packages, depend on Intaglio for the best in gravure. You can, too!



Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—731 Plymouth Court, Chicago—
1828 Lewis Tower Bldg., Philadelphia—40 Hague Ave., Detroit—
369 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles—2264 Bogen St., Cincinnati

A major announcement for manufacturers of quality building products and their advertising agencies. The first complete report to the housing industry on

HOW TO SELL QUALITY IN THE MODEL HOME

House & Home
May 1959

will be the concern of the entire fifth annual merchandising issue of HOUSE & HOME, May, 1959. Every major kind of quality building product — from basement to roof — will be discussed fully in the more than 100 feature editorial pages of this issue, with answers to these basic marketing problems:

what does quality mean for this product?
what does quality cost for this product?
why is quality important in this product?
how can quality be exploited for this product?

Here is the first such industry-wide marketing study of quality housing ever undertaken — with an analysis of quality standards and original display techniques for exploiting quality at the point of sale.

Here is an unparalleled opportunity for you to focus attention on the quality features of your — or your client's — products, and to point out to the entire industry how these quality features can contribute to better housing — better and more profitable sales.

For complete information about this major reference issue, contact your local HOUSE & HOME representative today. Reservations for HOUSE & HOME's May issue close on March 12 for multi-color advertisements, on Mar. 19 for black & white & 2-color advertisements.

House & Home

housing's only **industry** magazine. Time-Life Building, New York, New York

OFFICES: New York JU 6-1212, Los Angeles DU 7-5391, San Francisco YU 6-0647, Cleveland SU 1-1212, Chicago AN 3-2860, Denver KE 4-4669, Seattle MA 3-3766

IT HAPPENED IN MEMPHIS!

by
Bert Ferguson
Exec. Vice-President,
WDIA

Not New York—not Philadelphia—not Chicago! This big success story began right here in Memphis, just ten years ago! That's when WDIA began to program exclusively to Negroes. WDIA is now *America's only 50,000 watt Negro radio station* . . . only 50,000 watt station in the Memphis area! And . . . WDIA reaches—*and sells*—1,237,686 Negroes. That's almost 10% of the nation's entire Negro population. It's the biggest market of its kind in the entire country!

SALES UNLIMITED!

It's a ready-made, high volume market. And nothing sells it like WDIA! Through a unique combination of personal appeal and high powered salesmanship. WDIA's all-Negro staff commands the Memphis Negro's loyal listenership. What's more, by a program of active public service and civic leadership, WDIA has become an integral part of its listeners' daily lives. This outstanding public service program has earned for WDIA the title "Goodwill Station."

And, this fabulous success story can mean high volume sales and profits for you. Negroes in WDIA's big listening-buying audience brought home paychecks totaling $616,294,100 last year. And they spent, on the average, 80% of this income on consumer goods. Negroes bought 48.7% of the salad dressing sold in Memphis last year . . . 68.5% of the canned and powdered milk and cream . . . 54.5% of the deodorants . . . 61.3% of the flour!

And it's not just a big market. It's a healthy, growing market. Negroes—who make up over 40% of the Memphis market area—have contributed greatly to the region's steadily prospering economy. They have a greater income than ever before. They have the means to trade themselves up . . . and they're doing it!

FUTURE UNLIMITED!

Only WDIA reaches—and sells—this enormous audience. Only WDIA induces this concentrated, high volume Negro market to buy more goods, in specific brands. Proof? WDIA consistently carries more national advertisers than any other radio station in Memphis! To name just a few:

B.C. HEADACHE REMEDY . . . WONDER BREAD . . . PROCTER & GAMBLE . . . CARNATION MILK . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . FOLGER'S COFFEE . . . NATIONAL BISCUIT CO.

In the past 10 years, national and local advertisers have invested $4,396,854.81 in WDIA. That's a lot of money. That's a lot of satisfied advertisers!

Why don't you stake out a claim in this ready-made gold mine now? Drop us a line . . . we'll send you facts and figures about success stories in your own field! Let us prove to you: If you want acceptance—and buying action—in the Memphis Negro Market, you want WDIA!

TOP RATED BY NIELSEN
AND ALL OTHER AUDIENCE SURVEYS!

WDIA IS REPRESENTED
NATIONALLY BY
JOHN E. PEARSON COMPANY

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, Jr.,
Sales Manager

capitalized fees, as against '57 billings of $278,436, including $212,038.40 in fees. In '58 the agency neither lost nor gained an account. Billings broke down this way: newspapers 40.2%, radio 2.9%, television 11.4%, outdoor 8.3%, business papers 15.3%, farm publications 6.0% and catalogs, brochures and other print advertising 15.9%. The agency employs six persons in one office and expects '59 volume to remain about the same as '58.

Lloyd S. Howard Associates, New York, billed $754,800 in 1958, including $158,200 in capitalized fees. This compared with '57 billings of $525,400, including $116,400 in fees. The agency picked up three accounts, Sonoramic and Brand 5 recording tapes made by Ferrodynamics Corp., Stephen Laurie Mfg. Co. and Fellman Ltd. men's shoes. Billings were divided this way: newspapers 30%, magazines 12%, radio 6%, tv 5%, business papers 42%, transit advertising 2% and point of sale 3%. The agency employs eight persons in one office and expects '59 volume to increase 10%.

Hunter Scott, Findley & Lake Advertising, Fresno, billed $300,001.15 in 1958, of which $93,927.78 represented capitalized fees. Comparable figures in 1957 were $305,171.99 and $89,980.57. During the year it gained Security First National Bank; it reported no lost accounts. Its media breakdown was newspapers 27%, magazines, business papers and farm publications 7%, radio-tv 29%, outdoor 7%. It has one office with six employes, and expects 1959 volume to be about the same as '58.

International Advertising Co., Denver, billed less than $250,000 in 1958, its first full year in business. The agency added two accounts, Truck Equipment Co. and Traffic Equipment Co., while losing none. The agency reported that all billings were in business papers. The agency employs four persons in one office and expects 1959 volume to increase 20%.

Iversen-Ford Associates, New York, billed $304,725 in 1958, of which $6,667 represented capitalized fees. Comparable figures in 1957 were $279,035 and $6,667. During the year, it added Protestant Episcopal Seminary of Virginia and Voice of Tangier; it lost none. Media breakdown: newspapers 1%, radio 24%, business papers 54%, point of sale 18%, other 3%. It has eight employes in one office, and expects 1959 volume to rise 10%.

Max H. Jacobs Agency, Houston, billed $519,807 in 1958, of which $449,798 represented capitalized fees. In 1957, comparable figures were $613,503 and $463,503. Media breakdown: newspapers 75%, magazines 10%, radio 5%, tv 5%, outdoor 5%. The agency has nine employes in one office, and expects 1959 volume to be up 20%.

Don Jenne Advertising Agency, Los Angeles, billed $132,500 in 1958, including $64,500 in capitalized fees, compared with 1957 billings of $123,000, including $63,000 in fees. During the year the agency added three accounts, Falcon Plastics, Bulman Corp. and Hydil Co., while losing none. Business papers accounted for 90% of billings, while newspapers accounted for 10%. The agency employs four persons in one office and expects a 20% increase in 1959 volume.

Jonethis/Larson Advertising, Jameston, N.Y., billed $83,500 in 1958, including $69,500 in capitalized fees, as compared with 1957 billings of $55,500, including $47,500 in fees. The agency added two accounts, Dahlstrom Metallic Door Co. and Warren Mfg. Co., while losing none. Billings in media were invested like this: newspapers 5%, magazines 1%, outdoor 2% and business papers 92%. The agency employs five people in one office and expects no change in 1959 volume.

Gerald Keller Co., New York, billed $107,500 in 1958, including $67,500 in capitalized fees. This compared with 1957 billings of $103,000, including $58,000 in capitalized fees. The agency gained Glen Oaks Mfg. Co. while losing no accounts. Billings were invested this way: newspapers 30%, magazines 5%, business papers 10% and production fees 55%. The agency employs five persons in one office and expects no change in 1959 volume.

J. H. Kennedy Advertising, Chicago, billed $175,663 in 1958, with no fees. In 1957 billings were $240,000. During the year, it added Typex Products Co.; it lost no accounts. Media breakdown: newspapers 50%, magazines 7%, business papers 43%. The agency has three employes in one office, and expects 1959 volume to be about the same as 1958.

C. F. Kern Advertising Agency, Philadelphia, billed $72,778 in 1958, down sharply from the $209,995 billed in 1957. Two accounts were lost—Sunshine Art Studios and Grover C. Scott. Newspapers got 50% of the agency's billings, outdoor 20%, farm publications 20% and magazines 10%. The agency has two employes and expects 1959 volume to be about the same.

Keystone Advertising, Minneapolis, billed $222,595 in 1958, compared with $290,478 in 1957. During the year it lost Hol-Dem Electric Fencer. Media breakdown: newspapers 21%, radio 7%, business papers 67%, farm publications 5%. It has six employes in one office, and expects 1959 volume to be up 30%.

W. S. Kirkland Advertising, Chicago, billed $389,000 in 1958, of which $122,000 came in capitalized fees. In 1957 the agency reported $435,000 in total billing, including $100,000 in fees. Kirkland had no account gains or losses in '58. Newspapers got 2% of its billings, radio 12%, television 1%, business papers 76% and direct mail 9%. The agency employs six persons in one office. It anticipates a 20% gain in 1959 volume.

Albert A. Kohler Co., Old Greenwich, Conn., billed $279,838 in 1958, including $145,998 in capitalized fees, as against 1957 billings of $249,334, including $83,450 in fees. The agency added two accounts, Iso-Sol Co. and World Wide Rent-A-Car Inc., while losing none. Media breakdown was: newspapers 35%, magazines 5%, radio 5%, outdoor 4%, business papers 35%, transit advertising 1% and phone directories 15%. The agency employs five persons in one office and expects 1959 volume to increase 10%.

Russell Kolburne Inc., New York, billed $253,650, with $6,631 capitalized. In 1957 billings were $211,340, with $6,670 capitalized. The agency picked up Scott Mitchell House, International Marble and Subo Glue, all in January. Business papers got 50% of the billings, magazines 30%, newspapers 18%, radio and television ½% each and point of sale 1%. There are four employes in one office and a 20% rise is anticipated in 1959.

S. J. Kossack & Associates, Tucson, billed $362,019 in 1958, including $156,278 in capitalized fees, as compared with 1957 billings of $212,503. The agency added two accounts, Shoe Corral and Oro Valley, while losing two, Mitchell Furniture Co. and Crescent Jewelers. Media breakdown was: newspapers 20%, magazines 10%, radio 15%, television 30%, outdoor 5%, point of sale 10% and other media 10%. The agency employs six persons in one office and expects a 6% gain in 1959 volume.

Phyllis Lacey Advertising, Tampa, Fla., billed $583,400 in 1958, of which $133,400 represented capitalized fees. Comparable figures in 1957 were $490,050 and $100,050. During the past year the agency added International Bank, Plant City Steel and Wakeman Construction, and lost no accounts. Media breakdown was: newspapers 30%, radio 15%, television 25%, outdoor 5%, business papers 10%, point of sale 5% and dealer literature 10%. The agency has seven employes, and expects its 1959 volume to rise 15%.

Ted Lamb & Associates, Little Rock, billed $700,000 in 1958, of which $200,000 represented capitalized fees, compared with $650,000 and $150,000 in 1957. It added the National Bank of Commerce, Pine Bluff, and Phoenix Federal Savings & Loan Assn., Muskogee, in December, and Guaranty Federal Savings & Loan Assn., Pine Bluff, in November. It lost none. Media breakdown: newspapers 30%, television 20%, outdoor 20%, radio 9%, magazines 7%, business papers 4%, point of sale 5%, "other" 5%. It has nine employes in two offices, and estimates 1959 volume will be up 10%.

Raymond I. Lang Advertising, San Francisco, billed $218,210 in

DMCP. . . the first, really NEW concept in Direct Mail in twenty five years!

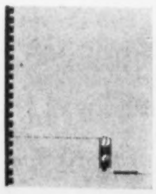
ALL THE SALES POWER OF A NATIONAL CREATIVE AGENCY!

ALL THE PERSONAL SERVICE OF A LOCAL LETTERSHOP!

A bold, fresh approach to direct mail programing and production has emerged from DMCP's (Direct Mail, Creation, Production) Toledo, Ohio headquarters! Its national-yet-local service idea is so new, yet so creatively and economically sound, that it has already established offices in 25 large cities.

Physically, DMCP is a national network of local, franchised direct-mail shops . . . capable of performing a responsible, creative job of preparing complete mail campaigns. Under this unique DMCP franchise organization, you benefit from the counsel and creativity of a national agency, and enjoy the production benefits of dealing locally. To accomplish these objectives, DMCP has the EXPERIENCE (already producing more than $10 million of direct mail annually); the ORGANIZATION (a large headquarters staff of experienced artists and copy writers); and the RESOURCES (a growing library of highly successful direct mail campaigns) . . . all working for you, as part of DMCP's direct mail service program for your company.

There's more too, that is part and parcel of every DMCP-produced campaign. You will enjoy the benefits of national supervision, creation and list compilation, originating at DMCP's national headquarters . . . and at the same time, have *local* representation, *local* direct mail production, and *local* control of your entire program. Remember—DMCP offers you a service that cannot be duplicated by any company, anywhere!



get ALL the facts about DMCP . . . send for your copy of "DMCP Associates."

CLIP. . . MAIL
THIS COUPON *TODAY!*

DMC
DMCP Associates
1814 Jefferson Ave
Toledo, Ohio

Please rush me my FREE copy of "DMCP Associates."

Name________________Title________________
Firm________________________________
Address________________________________
City________________Zone_____State________

Publication	Pages of Advertising-1958	Total Adv. Revenue
ENGINEERING NEWS-RECORD	4551	$4,710,285
ARCHITECTURAL RECORD	3041	$2,843,335
CONTRACTORS & ENGINEERS	1901	$1,729,910
CONSTRUCTION METHODS & EQUIP.	1826	$1,606,880
PROGRESSIVE ARCHITECTURE	1813	$1,686,090
ARCHITECTURAL FORUM	1617	$1,932,315
CONSTRUCTION EQUIPMENT	1260	$1,247,400
ROADS & STREETS	1296	$1,082,160
CIVIL ENGINEERING	920	$ 651,360

Source: *Industrial Marketing* and *Standard Rate and Data*. Revenue totals are based on current one-time b&w page rate times total pages.

1958 was a belt-tightening year in construction advertising as well as business in general. It was a year in which advertisers took an extra close look at every advertising dollar. That's why it is especially significant to note that of every dollar invested in the 9 leading magazines in the field, almost 27c went into Engineering News-Record. A remarkable demonstration of advertiser approval and confidence in EN-R's editorial and selling power.

You sell the men who build America in . . . **ENGINEERING NEWS-RECORD**

A McGRAW-HILL PUBLICATION • 330 WEST 42nd STREET, NEW YORK 36, N.Y. • MEMBER ABP ABC

1958, of which $154,650 represented capitalized fees. In 1957, the agency billed $208,862, of which $144,362 represented capitalized fees. Scott-Atwater California Co. was added in May. The agency placed 38% of its billings in outdoor, 28% in radio, 21% in business papers, 7% in magazines and 6% in newspapers. It has three employes and looks for a 45% volume gain in 1959.

Laurel Advertising Inc., New York, billed $711,102 last year as compared with $528,317 in 1957. The agency added divisions of the Waltham Watch Co. and MacLevy Equipment & Sales, and lost Morris Struhl Inc. The agency put 68% of its billings into newspapers, 21% into magazines, 8% into supplements and 3% into business papers. Laurel employs five persons in one office and expects a 10% gain in the 1959 volume.

DO YOU WANT THE ACCOUNT?
. . . Reach for BRAD-VERN'S!

Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.

Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.

Clint Leap Inc., Cincinnati, billed $250,108 in 1958, of which $158,342 represented capitalized fees. Comparable figures for 1957 were $235,850 and $135,647. The agency added General Tool Co. and dropped Cincinnati Butchers' Supply Co. It reports 37% of billings in business papers and the remainder in "other" media. It has three employes and expects volume to be down 10% in 1959.

Lenhart & Co., Princeton, N. J., billed $212,736.65 in 1958. The agency did not report billings for 1957. During the year the agency added one account, Princeton University Store. It employs two persons in one office and estimates a 25% increase in 1959 volume.

Millions of good impressions begin here –

Photoengraving skill, imagination, pride of achievement and plenty of genius, are the ingredients combined with modern precision equipment that go into making millions of good impressions for you. Production-wise advertisers know that printed reproductions of their advertising copy can be no better than the quality engraved into their master plates. Through experience, scores of them have proved that ROGERS master-craftsmanship and conscientious service consistently deliver "maximum mileage" of good impressions in their master plates.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

Levinger Advertising Agency, Santa Rosa, Cal., billed $144,040 in 1958, including $96,700 in capitalized fees. This compares with 1957 billings of $135,225, including $84,605 in fees. The agency added three accounts, California Wood Products Co., Kaaawa Farm Ltd. and Samuele Sebastiani Winery, while losing one, Temperature Appliance Mfg. Co. Billings went like this: newspapers, 19%; magazines, 11%; radio, 1%; outdoor, 22%; business papers, 28%; farm publications, 9%; point of sale, 2%, and direct mail and other media, 9%. The agency employs five persons in one office and sees a 30% volume increase for 1959.

Ted Levy, Richard Lane & Co., Denver, billed $307,781 in 1958, of which $42,874 represented capitalized fees. Comparable figures in 1957 were $253,110 and $31,710. During the year the agency added Superior Brand Meats, T.V. Distributing, and Miller Furniture, and lost White Spot Restaurants. Media breakdown was: newspapers 38%, magazines 2%, radio 30%, television 20%, business papers 1%, farm publications 1%, transit advertising 3%, point of sale 5%. The agency has seven employes, and expects 1959 volume to rise 20%.

Lindeman Advertising, Holland, Mich., billed $457,247 in 1958, of which $253,650 represented capitalized fees. Comparable figures for 1957 were $487,920 and $278,143. The agency neither gained nor lost any important accounts. It placed 67% of billings in magazines, 26% in business papers, 2% in newspapers, 1% each in radio, television and farm publications and 2% in "other" media. It has five employes and expects a volume increase of 7% in 1959.

Litman-Stevens Inc., Kansas City, formerly Litman-Stevens & Margolin, billed $498,786 in 1958, of which $159,193 represented capitalized fees. Comparable figures in 1957 were $486,740 and $96,761. During the year the agency added Evans Industries and Youthcraft Mfg. Co. Media breakdown: newspapers 13%, magazines 9%, radio 15%, tv 30%, outdoor 4%, point of sale 29%. The agency has nine employes in one office, and expects 1959 volume to be up 8%.

THE ASBURY PARK PRESS
In Central Jersey Is the LOCAL NEWSPAPER FOR 35,635 FAMILIES DAILY

And For These People Nothing Takes the Place of Local News!

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Lookout Advertising, Chattanooga, billed $322,867 in 1958, with $48,410 capitalized fees. In 1957 the agency billed $301,296, with $58,129 capitalized. Lookout, in keeping with its name, invested 56% of its billings in outdoor, 14% each in television and newspapers, 5% in radio and 11% in other media. The agency expects a 5% rise in 1959 billings.

Bert Lundmark Advertising, Kansas City, billed $236,250 in 1958, of which $233,450 was in capitalized fees. Comparable figures for 1957 were $303,150 and $300,150. The agency reported no account gains or losses. Media breakdown was: business papers 80%, newspapers 10% and point of sale 10%. It has four employes in one office, and expects business to be about the same in 1958.

MacLaughlin Advertising Agency, Buffalo, billed $86,512, including $43,700 in capitalized fees, in 1958. The 1957 figure was $87,852, including $44,852 in fees. The agency neither gained nor lost an account last year. It put 5% of its billings in newspapers, 6% in magazines, 11% in radio, 7% in television, 4% in outdoor and 72% in farm publications, MacLaughlin has one office and expects 1959 volume to be about the same as last year.

Madison Advertising, Madison, Wis., billed $110,310 in 1958, including $11,673 in capitalized fees. This compared with $105,401 and $12,006 in 1957. It added Purity Cheese Co. in April, lost Wisconsin Farmco Service in June. Newspapers and radio billed 20% each, farm publications and magazines 15% each, television and business papers 10% each, point of sale 8% and direct mail 2%. There are seven employes in one office and a 40% increase is expected in 1959 billings.

Maercklein Advertising Agency, Milwaukee, billed $342,000 in 1958, of which $30,000 was in capitalized fees. It added Kelley Co., Walker Mfg. Co., Chocolate House and Engineering Products. No account losses were reported. It has eight employes, and expects business to be up 25% in 1959.

Magna Advertising, Los Angeles, billed $138,000 in 1958, of which $37,000 represented capitalized fees. During 1957, comparable figures were $74,000 and $6,000. During the year, Magna added Relax A Cushion Inc. and Kent Sporting Goods; it lost none. Media breakdown: newspapers 12%, magazines 62%, radio 2%, tv 1%, business papers 5%, direct mail 19%. The agency has three employes in one office, and expects 1959 volume to be up 50%.

Mahool Advertising, Baltimore, billed $433,500 in 1958, of which $350,000 represented capitalized fees. Comparable figures for 1957 were $428,800 and $337,800. The agency added Newman Press, Statton Furniture Co. and the Oil Heat Institute of America; it dropped Straus, Royer & Strass and the Cumberland Fair Assn. It put 40% of its billings in newspapers, 30% in radio, 15% in magazines and 15% in outdoor. The agency has seven employes and sees 1959 about the same as 1958.

Malcolm Advertising Agency, Cleveland, O., billed $170,000 in 1958, including $20,000 in capitalized fees. This compares with '57 billings of $230,000, including $30,000 in fees. The agency added two accounts, Ohio Rod Products Co. and Johnson Furnace Co., and reported that four accounts temporarily ceased advertising. Billings were entirely from magazine advertising. The agency employs four persons in one office and expects '59 volume to increase 30%.

Nicholas Masso Advertising, Cleveland, billed $40,020, of which $34,020 represented capitalized fees. Comparable figures during 1957 were $63,360 and $53,360. During the year the agency gained Epco Mfg. Co.; it lost none. Media breakdown: business papers 16%, direct mail 84%. It has one employe in one office, and expects 1959 volume to be up 50%.

Arnie Matanky, Chicago, billed $104,950 in 1958, of which $100,050 represented capitalized fees. Comparable figures in 1957 were $81,090 and $80,040. During the year the agency added Chicago & Suburban Ash & Scavenger Assn., and part of the City of Chicago account. Media breakdown: newspapers 50%, magazines 20%, radio 10%, point of sale 20%. Matanky has four employes in one office, and expects 1959 volume to be up 25%.

Jack Mathis Advertising, Chicago, billed $225,000 in 1958, up from $200,000 in 1957. In 1958, capitalization of fees accounted for $150,000 of the total, the same as in 1957. It added Tibma's Bakeries of Northern Indiana, lost none. Media breakdown: bulletins 60%, business papers 40%. It has two employes, and expects 1959 to be about like 1958.

Early Maxwell Associates, Memphis, billed $202,000 in 1958, including $66,000 in capitalized fees. The agency did not report its 1957 billings. No accounts were gained or lost last year. Billings were invested: 20% in newspapers, 5% in radio, 60% in television, 2% in outdoor, 2% in farm publications, 1% in transit advertising and 10% in point of sale. Maxwell employs nine persons in one office. It expects 1959 volume to be about the same as the 1958 total.

Chas. H. Mayne Co., Los Angeles, billed $272,338 in 1958, including $110,254 in capitalized fees, as against 1957 billings of $287,874, including $87,039 in fees. The agency added one account, Commonwealth Savings & Loan Assn., while losing none. Media breakdown was: newspapers 21%, magazines 27%, radio 15%, television 0.5%, outdoor 0.2%, business papers 28% and farm publications 0.2%. The agency employs three persons in one office and expects 1959 volume to increase 25%.

McCaffrey Advertising Agency, Minneapolis, billed $402,263 in 1958, compared with $306,048 in 1957. The agency has 28 clients, the largest account billing $108,000. It had six political accounts in 1958, including the Republican State Central Committee. Its media broke down as follows: newspapers 49%, radio 16%, television 14%, magazines and business papers 8%, outdoor 5%, brochures 3.5%, publicity 3% and telephone directory advertising 1.5%. The agency has three employes.

R. J. McFarlin & Co., Cleveland, billed $100,000 in 1958, all in commissionable space for clients. The comparable figure in 1957 was $118,000. The agency reports no major account changes during the past year. Its media use was 100% in business papers. It has two employes, and expects its 1959 volume to be up a minimum of 15%.

McNeill & McCleery, Los Angeles, billed $872,000 in 1958, in-

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cluding $221,000 in capitalized fees. Billings for 1957 were not provided by the agency. Two accounts were added in 1958: Hoffman Motors and Ventura Processors lemon oil. None were lost. Billings went like this: newspapers 40%, magazines 5%, supplements 5%, radio 20%, television 20%, outdoor 5%, business papers 3%, and point of sale 2%. The agency employs 10 persons in two offices and expects 1959 volume to increase 10%.

John Meck & Staff, Chicago, billed $225,000 in 1958, of which $64,000 represented capitalized fees. Comparable figures in 1957 were $136,000 and $47,000. Media breakdown: newspapers 5%, radio 10%, business papers 80%. The agency has five employes in one office, and expects 1959 volume to be up 40%.

Ellison L. Meier Advertising, Sacramento, billed $242,000 in 1958, compared with $180,000 in 1957. The agency reported no account gains or losses. Billings were invested: 80% in newspapers, 5% in television, 10% in business papers and 5% in other media. Meier employs five persons in two offices. It expects a 50% gain in 1959 volume.

Mohawk Advertising Co., Mason City, Ia., billed $73,198 in 1958, including $57,758 in capitalized fees, as against 1957 billings of $37,000, including $28,000 in fees. The agency added four accounts, Farmers Mutual Reinsurance Co., Rolfe Products Co., Vance Distributing Co. and Deyo & Stume Mfg. Jewelers, while losing one, Lakeaire Marine. Media breakdown was: newspapers 5%, magazines 6%, radio 4%, television 5% and "other" advertising 80%. Mohawk employs three persons in one office and expects 1959 volume to increase 50%.

R. B. Moreland & Co., Dallas, billed $211,054 in 1958, up from $186,000 in 1957. It added General Travel Society in August, and Climatic Air Sales and Laurel Land Parks in February; it lost none. Media breakdown: television 30%, business papers 25%, newspapers and radio 15% each, outdoor 10%, transit advertising 3%, point of sale 2%. It has four employes, figures that 1959 will be up 10%, and appends a note that "expect 1959 to be the best year ever—seven years in own business. Four new accounts already signed!"

Morrison Advertising (formerly Morrison-Greene-Seymour), Milwaukee, billed $603,000 in 1958, compared to $621,000 in 1957. The agency changed its name in 1958 to the name under which it began business in 1933. No important accounts were gained or lost. The agency placed 40% of its billings in business papers, 30% in magazines, 10% in newspapers, 6% in outdoor, 4% in farm publications, 1% in radio and 9% in point of sale. It has 10 employes and expects volume to rise 10% in 1959.

Mullican Co., Louisville, Ky., billed $978,374 in 1958, of which $241,184 represented capitalized fees. Comparable figures in 1957 were $960,416 and $207,081. During the year the agency added Kitchen Kompact, Louisville Paper Co. and Bancredit Service Agency. It lost Gamble Bros., Creco Advertising Associates, Royal Crown Bottling Co. and Burdorf Furniture Co. Media breakdown was: newspapers 35%,. magazines 2%, radio 25%, television 14%, outdoor 6%, business papers 8.5%, farm publications 0.5%, transit advertising 1% and point of sale 8%. The agency has 15 employes, and expects its 1959 volume to be about the same as 1958.

Howard W. Nareau Advertising, Buffalo, billed $37,672 in 1958, of which $18,382 represented capitalized fees and $753 represented business done outside of the U.S. The agency placed 60% of its billings in magazines and 40% in brochures and catalogs. It has one employe and expects a 25% increase in volume in 1959.

Nattall & Maloney Ltd., Calgary, Alberta, Canada, billed $816,171 in 1958. Capitalized fees represented $304,265 of this total. The agency added Street Robbins & Morrow Ltd. (Caterpillar) and was re-appointed by Calgary Exhibition & Stampede Ltd. Radio got 36% of the agency's billings, newspapers 26%, weekly papers 12%, outdoor 10%, television 8%, farm publications 3%, transit advertising 2½% and business papers ½%. The agency has 19 employes in two offices and expects 1959 volume to run about the same as 1958.

Neale Advertising, Los Angeles, billed $756,127.32 in 1958 with no capitalized fees. The comparable figure in 1957 was $742,454. During the year it added Buty-Wave Products Co., California Redi-Date Co., Maryland Pacific Cone Co., and Freeman Certi-Fresh Foods; it lost none. Its media breakdown was newspapers 15%, magazines 10%, radio 10%, tv 20%, outdoor 5%, business papers 20%, production 20%. It has one office with 14 employes and expects 1959 volume to be up 10%.

Neds & Wardlow Advertising Agency, Columbia, Mo., billed $205,472 in 1958, of which $40,656 represented capitalized fees. Comparable figures for 1957 were $178,388 and $28,016. The agency added La Crosse Lumber Co., Capital Savings & Loan Assn. and Columbia Baking Co.; no important accounts were lost. The agency reports 22% of its billings in fees, 31% in printing, direct mail and production, 22% in radio and television, 17% in magazines, business papers and farm publications, 7% in newspapers, 1% in outdoor and 1% in point of sale. It has six employes and expects volume to be up 10% in 1959.

Carl Nelson & Associates, Milwaukee, billed $857,000 in 1958, of which $275,000 represented capitalized fees. Comparable figures of 1957 were $950,000 and $200,000. The agency added two accounts—Mutual Savings & Loan and Lambrecht Foods. It had 45% of its billings in newspapers, 25% in television, 15% in radio, 10% in farm publications, 2% in outdoor, 2% in business papers and 1% in transit advertising. The agency has 11 employes and expects volume to be up 20% in 1959.

Nemarow Advertising Agency, Vineland, N.J., billed $645,411 in 1958, including $258,000 in capitalized fees, as against 1957 billings of $503,155, of which $202,500 were in fees. The agency added three beer accounts—Camden Beer, Lord Camden Ale and Bohio beer—while losing none. The billings breakdown: newspapers 20%, magazines 35%, outdoor 15%, business papers 10%, and point of sale 5%. The agency employs 11 persons in two offices and sees a 10% increase in 1959 volume.

Emmet J. Newman Advertising, Chicago, billed $332,899 in 1958, of which $244,151 represented capitalized fees. Comparable figures for 1957 were $135,087 and $99,734. The agency added three accounts: Parade Fashions Inc., Wolber Duplicator and Harbil Mfg. Co. The media breakdown was magazines 50%, newspapers 40%, supplements 5% and business papers 5%. The agency sees 1959 about the same as 1958.

Michael Newmark Agency, New York, billed $800,000 in 1958, including $50,000 in capitalized fees, as against $600,000 in 1957, including $100,000 in fees. During the year the agency lost no accounts and added three: Grumman Aviation, Madigan Corp. and Filtron Inc. Media breakdown was: newspapers 65%, magazines 5%, supplements 2%, radio 3%, television 3%, outdoor 1%, business papers 20% and other media 1%. The agency employs 16 persons in one office and expects 1959 volume to increase 20%.

Nyburg Advertising Inc., Baltimore, Md., billed $224,882.18 in 1958, including $219,136 in capitalized fees, as against 1957 billings of $258,707.73, including $251,794 in fees. The agency added two shopping center accounts, Prince Georges Plaza and Harundale Mall while losing two, Laurel and West Shore shopping centers. Billings went like this: newspapers 64%, magazines 2%, radio 8%, television 6%, outdoor 4%, business papers 3%, transit advertising 7%, and direct mail 6%. The agency employs two persons in one office and expects 1959 volume to go up 10%.

Oster Advertising Agency, Danville, Ill., billed $100,000 in 1958 and $40,000 in 1957. During 1958 it added Continental Filling Corp., May Homes and Lawn Gro and lost Danville Jackets. Its media breakdown was: magazines 90% and other 10%. It has five employes in one office, and expects business to be about the same this year.

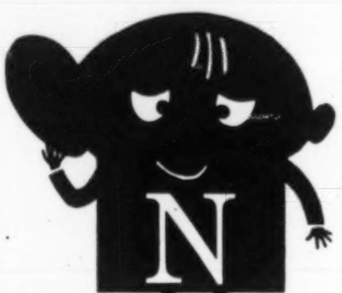
Pace, Root & South, Danville, Ill., billed $175,005 in 1958, of which $146,785 represented capitalized fees. In 1957, comparable figures were $237,404 and $186,955. The agency added Danville Jackets in July, and lost Consolidated Products Co. in March. Media billings breakdown: newspapers 33%, magazines 8%, radio 2%, television 7%, business papers 34%, farm publications 16%. It has four employes, and foresees 1959 volume about the same as 1958's.

Charles Palm & Co., Bloomfield, Conn., billed $407,488 in 1958, of which $124,455 represented capitalized fees. Comparable figures in 1957 were $543,845 and $218,775. During the year the agency gained Capewell Mfg. Co. and lost Flexangle Corp. Media breakdown: newspapers 3%, magazines 5%, radio 3%, business papers 88%, farm publications 1%. The agency has one office with six employes, and expects 1959 volume to be up 25%.

Park Advertising, Minneapolis, billed $74,275 in 1958, including $16,675 in capitalized fees, compared with 1957 billings of $78,012, including $8,837 in fees. The agency neither lost nor added an account during the year. Newspapers accounted for 75% of billings, with the remaining 25% from business papers. The agency employs four persons in one office and expects 1959 volume to increase by 15%.

Park Lane Advertising Associates, Hackensack, N.J., billed $250,000 in 1958, as compared with $289,750 in 1957. The agency lost two accounts, Print-o-Tube Corp. and Slender-Ease Mfg. Co., while adding none. Billings broke down this way: newspapers 75%, magazines 5%, radio 2%, business papers 7%, point of sale 3% and other media 8%. The agency employs five persons in one office and expects '59 volume to go up 10%.

Parsons, Friedmann & Central, Boston, billed $856,000 in 1958, of which $687,000 represented cap-



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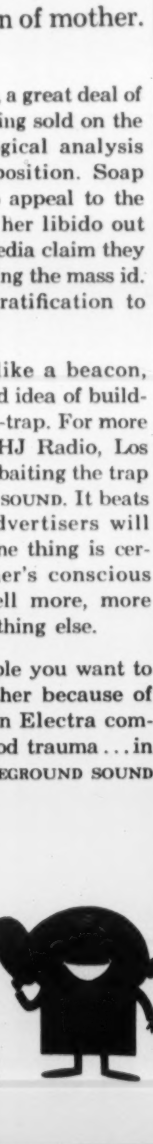

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italized fees. Comparable figures in 1957 were $1,135,384 and $939,537.

During the year, the agency added Reiss Associates, Northeast Laminates and General Electric Supply of N.E. One principal left the agency at the end of the year, taking with him Dunham Bros. Co., Mahler's, and General Electric Supply of N.E. Media breakdown: newspapers 10%, magazines 20%, radio 10%, tv 3%, outdoor 1%, business papers 40%, farm publications 1%, point of sale 3%, "other" 12%. The agency has eight employes in one office, and expects 1959 volume to be about the same as '58.

The Patten Co., Bloomfield Hills, Mich., billed $127,432 in 1958, as against $410,011 in 1957. During the year the agency added no accounts, but lost 11 industrials, not identified. Media breakdown was: radio 10%, television 80%, business papers 2% and "other" media 8%. The agency employs two persons in one office and expects 1959 volume to decrease 70%.

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Maurice Paulsen Advertising, Sioux Falls, S.D., billed $309,928 in 1958, of which $18,042 represented capitalized fees. In 1957 the agency billed $187,454, with $23,541 in capitalized fees. It added Weedmaster (Western Ltd., Calgary); Nationwide Trailer Rental, Wichita; Design Research Corp., Anoka, Minn. It lost none. Media billings breakdown: newspapers 45%, magazines 3%, radio 8%, television 25%, outdoor 1%, business papers 10%, farm publications 8%. It has five employes and figures 1959 volume will be up 30%.

Robert Peterson Advertising Management, Riverside, Ill., billed $100,000 in 1958, of which $9,750 represented capitalized fees. In 1957, total billing was $105,000, and capitalized fees $10,000. No changes were reported in the account list. Media breakdown: business papers 75%, magazines 10%, direct mail 10%, newspapers 5%. The agency has three employes, and foresees 1959 about like 1958.

Pfaus-Finkle, Trenton, N. J., billed $700,200 in 1958, of which $573,116 was in capitalized fees. Comparable figures for 1957 were $604,543 and $499,568. It added Epicure Inc., Circle F Mfg. Co. and Magna-Bond. No account losses were reported. Its media breakdown was: business papers 40%, newspapers 34%, radio 21%, magazines 2%, farm publications 2% and other 1%. The agency has 10 employes in two offices, and expects business to be up 10% in 1959.

Joseph Porro Associates, New York, billed $446,800 in 1958, of which $266,800 was in capitalized fees and $11,000 in foreign billings. Comparable figures for 1957 were $145,040, $80,040 and $2,000. The agency added Man Products, Medford Products and Golf Research Institute and lost Airkem Inc., Simplex Typewriter and ABC Metal Products. Its media breakdown was: newspapers 40%, magazines 25%, point of sale 18%, business papers 8%, radio 5%, supplements 2% and farm publications 2%. Porro has 23 employes, including free lance personnel, in one office, and expects business to be up 25% in 1959.

Richard C. Proctor Advertising, Montgomery, Ala., billed $117,000 in 1958, of which $45,000 represented capitalized fees. Comparable figures for 1957 were $76,000 and $26,000. The agency added American Mfg. Co. and the Montgomery Municipal Airport; no important accounts were lost. Television took 80% of billings, newspapers 8%, magazines 2%, radio 2% and "other" 8%. The agency has seven employes and expects volume to be up 50% in 1959.

Read Bros. Advertising, Chicago, billed $333,000 in 1958, of which $173,000 represented capitalized fees. In 1957 the agency billed $374,776, of which $218,776 represented capitalized fees. It added Rusman Mfg. Co., which makes a steam iron cleaner, in April, reports no losses. Media breakdown: newspapers 60%, magazines 10%, radio 10%, and business papers 20%. It has seven employes, and foresees a 1959 up 15%.

Reilly, Brown & Tapply, Boston, billed $694,017 in 1958, of which $228,000 represented capitalized fees. Comparable figures for 1957 were $501,718 and $174,506. The agency added P. W. Minor Co. and Hugo as accounts while dropping Robert Bentley. Media use broke down as follows: magazines 37%, newspapers 21%, business papers 24%, radio 6%, television 2%, transit advertising 2%, point of sale 2%, "other" 6%. The agency has 14 employes in two offices and expects business to be down 20% in 1959.

Revere Advertising, Minneapolis, billed $471,300 in 1958, of which $13,300 represented capitalized fees. In 1957, it billed $414,000, with no fees. It has 11 employes in two offices, and expects 1959 volume to rise 10%.

Fred Riger Advertising Agency, Binghamton, N.Y., billed $485,52(in 1958, including $296,226 in capitalized fees. In 1957, the agency's total was $389,434, including $165,402 in fees. Riger added Young Cole of California and Stickley-Siver last year while losing no accounts. Media breakdown was: newspapers 40%, magazines 10%, radio 2%, television 2%, outdoor 2%, business papers 40% and point of sale 2%. The agency employs nine persons in one office. It expects 1959 volume to be about the same as 1958.

Roark & Colby Advertising Inc., Chicago, billed $205,000 in 1958. No figures for 1957 were available from the agency. It added three accounts, Ingersoll Kalamazoo division of Borg-Warner Co., Scaife Co. and Chicago Airways Hotel, while losing none. The agency invested 80% of billings in business papers and 20% in other media. The agency employs five persons in one office and expects a 100% increase in 1959 volume.

Root Advertising Agency, Chicago, billed $56,375 in 1958, of which $17,840 was in capitalized fees. Comparable figures in 1957 were $46,192 and $2,902. Root reported no account losses or gains. Its media breakdown was: business papers 96%, magazines 3% and newspapers 1%. The agency has one employe in one office, and expects business to be up 5% in 1959.

Enyart E. Rose Advertising, Los Angeles, billed $875,000 in 1958, of which $450,000 represented capitalized fees. Comparable figures in 1957 were $700,000 and $400,000. During the year it added Hollytex Carpet Mills, California Metal Enameling Co. and Coastal Valley Canning Corp.; it lost Belco Products Corp. Media breakdown: newspapers 25%, magazines 5%, radio 10%, business papers 45%, tv 5%, outdoor 5%, point of sale 5%. It has 11 employes in one office, and expects 1959 volume to rise 25%.

Gordon Rosholt & Co., Minneapolis, billed $95,072 in 1958, of which $64,206 represented capitalized fees. Comparable figures in 1957 were $84,719 and $54,500. During the year it added Electric Service Systems, Gresen Mfg. Co. and Minnesota Airmotive; it lost Neubauer Mfg. Co. Media breakdown: newspapers 9%, radio 3%, business papers 48%, farm publications 40%. It has two employes in one office and expects 1959 volume to be up 10%.

Ed St. Aubin Associates, Manchester, N. H., billed $264,802 in 1958, of which $96,295 represented capitalized fees. Comparable figures in 1957 were $218,577 and $115,994.

During the year the agency added R. H. Llewellyn Co., Manchester Sand, Gravel & Cement Co., R. Theodore Inc. and Union Leader Corp.; it lost Manchester Narrow Fabrics Co. and Pembroke Boats. Media breakdown: newspapers 24%, magazines 7%, radio 40%, tv 14%, outdoor 8%, "other" 7%. It has six employes in one office, and expects 1959 volume to be up 21%.

Saks & Grinnell, Minneapolis, billed $95,454 in 1958, of which $27,613 represented capitalized fees, up from 1957 when total billings were $91,910 and capitalized fees were $24,912. It added P. N. Cardozo Co., Allied Products Co., Minneapolis Evangelistic Auditorium; it lost Queen Anne Kiddieland. Media billings breakdown: television 56%, radio 35%, newspapers 4%, magazines 3%, and "other" 2%. It is a "one-man shop," and believes 1959 will be about like 1958.

M. L. Samson Co., Chicago, billed $328,543 in 1958, of which $244,663 represented capitalized fees. Comparable figures for 1957 were $344,695 and $230,497. The agency added Cloud Oak Flooring Co. and Leggett & Platt. It puts 80% of its billings in direct mail, 8% in business papers, 5% in point of sale, 5% in newspapers and 2% in magazines. It has four employes and expects a volume gain of 20% in 1959.

George S. Sandler Inc., Chicago, billed $633,400 in 1958, of which $133,400 represented capitalized fees. Comparable figures in 1957 were $399,105 and $99,105. During the year Sandler added Alexander Construction Co. and Forward Motors; it lost none. Media breakdown: newspapers 87%, magazines 2%, radio 5%, outdoor 2%, "other" 4%. The agency has seven employes in one office, and expects 1959 volume to be up 20%.

G. R. Sauviat & Associates, Montreal, billed $783,335 in 1958, of which $33,335 represented capitalized fees. Comparable figures for 1957 were $615,000 and $15,000. The 1958 total includes $18,000 of billings outside Canada. The agency added Bellani Foods Ltd., Opera Diamond Co., Gray Rocks Inn and Omega Laboratories during the year. Media use broke down as follows: newspapers 19%, radio 11%, television 11%, magazines 11%, business papers 10%,

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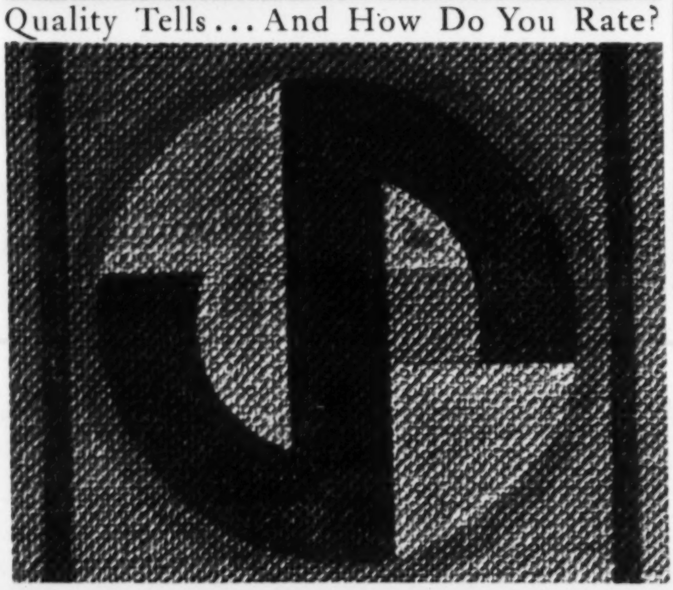

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2215 Galloway Street, Eau Claire, Wisconsin. Phone: TEmple 2-6692.
Better Printing Through Quality Control

OVER 16,500
SUPERMARKET
PROMOTIONS

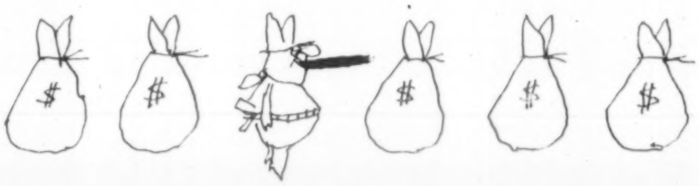
This year, food and grocery firms launched 16,500 promotions — an average of 300 per week! Backing these drives was almost $500,000,000 in advertising!

Food men everywhere turn to Food Field Reporter for news, previews and evaluations of food advertising and promotions. It is the one publication that focuses its editorial content on all aspects of food marketing. Beyond any other it is the publication food men quote, reprint, carry into plans meetings and use in their field selling!

FOOD FIELD REPORTER
708 Third Avenue, New York 17, N. Y.
The marketing newspaper for food and grocery manufacturers

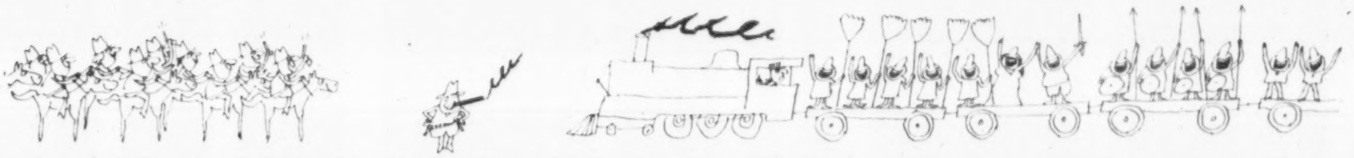
The world's second biggest cook-out

There once was a Texan named Edgar B. Davis.
He did everything in the biggest way possible.

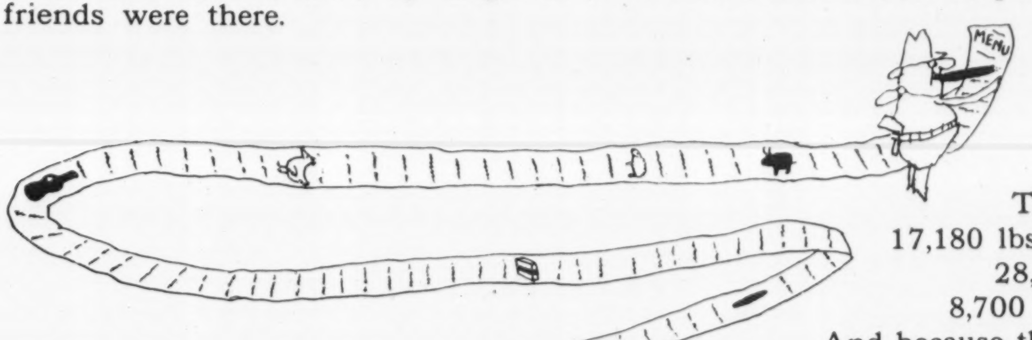


He made several million dollars several times over... and spent all of them.

One fine day in 1926, Edgar B. had a little old cook-out.



A trainload of friends – including half the Metropolitan Opera – came down from New York on a Special, hired by Edgar B. Two dance bands were imported. In all, 15,000 friends were there.



They did away with:
17,180 lbs. of meat and fowl;
28,000 bottles of soda;
8,700 bricks of ice cream.
And because there's nothing like a
good cigar, Edgar B. gave away 7,500
... as well as 100,000 cigarettes.

Biggest cook-out in the world? Not a bit of it. When American Home invites its readers to join in back-yard barbecues, a big part of its 3,200,000 families is likely to show. (That's 10,250,000 mouths to feed). Cook-outs or cook-ins, American Home families look to their favorite home-service magazine for exciting, practical ideas on meal planning. But they find more than food ideas. Every issue is packed with bright suggestions on building, remodeling, home furnishings, decorating, gardening. The perfect atmosphere for selling.

AMERICAN HOME

NOW A CURTIS MAGAZINE

transit advertising 4%, supplements 3%, outdoor 3%, farm publications 3%, point of sale 3%, "other" 22%. The agency has 14 employes and expects volume to gain 50% in 1959.

Schnell & Associates, Chicago, billed $333,000 in 1958, of which $143,000 represented capitalized fees. Comparable figures in 1957 were $350,000 and $150,000. During the year the agency neither lost nor gained an account. Media breakdown: business papers 95%, farm publications 5%. The agency has one office with four employes, and expects 1959 volume to be up 10%.

Mark Schreiber Advertising, Denver, billed $615,000 in 1958, compared to $559,000 in 1957. The agency placed 33% of its billings in newspapers, 22% in television, 17% in radio, 5% in magazines, 5% in supplements, 3% in transit advertising, 2% in outdoor, 2% in business papers, and 11% elsewhere. It has nine employes and expects 1959 volume to be about the same.

J. B. Sebrell Advertising Agency, Los Angeles, billed $400,000 in 1958, of which $300,000 represented capitalized fees. The comparable figures for 1957 were $550,000 and $275,000. The agency reports no important accounts gained or lost during the year. Direct mail got 70% of billings, business papers 20%, newspapers 5% and farm publications 5%. The agency has 20 employes and expects 1959 volume to be down 10%.

Ken Seitz & Associates, Milwaukee, billed $546,187 in 1958, including $218,350 in capitalized fees. This compared with 1957 billings of $699,955, of which $282,084 was in capitalized fees. The agency added three accounts in '58 while losing one. Acquired were Lawnmaster Co., Mayville Engineering Co. and Keiding Paper Products Co. Lost was Johnston Lawn Mower Co. Media breakdown went like this: newspapers, 20%, magazines, 55%; radio, 18%; television, 10%, and outdoor, 2%. The agency employs nine persons in one office and expects 1959 volume to increase 20%.

James C. Seix Co., New York, billed $725,000 in 1958, up from $650,000 billed in 1957. It placed 50% of its billings in business papers, 35% in magazines, 10% in newspapers, 3% in radio and 2% in transit advertising. It has 20 employes in three offices and expects this year's volume to be about the same as 1958.

Shaffer, Lazarus & LaShay, Chicago, which opened shop last September, billed $69,600 in the last four months of 1958. Of this $31,500 represented capitalized fees. The media breakdown was: newspapers 10%, magazines 30%, supplements 5%, radio 45% and outdoor 10%. The agency expects 1959 volume to rise 50% to 100%.

Shlakman Advertising Co., Brooklyn, N.Y., billed $550,000 in 1958, including $200,000 in capitalized fees, as against '57 billings of $525,000, including $160,000 in fees. The agency added no new business and lost one account, U.S. Home Products Inc. Billings were invested this way: newspapers 55%, magazines 25%, radio 5%, television 10% and direct mail 5%. The agency employs 10 persons in two offices and expects no change in '59 volume.

John Shrager Inc., New York, billed $227,000 in 1958, of which $187,000 represented capitalized fees. Comparable figures in 1957 were reported approximately the same. It reports no accounts added or lost in '58. Most of its billings are concentrated in newspapers and magazines. It expects 1959 volume to be about the same as in '58.

Siegel Colgrove & Associates, Louisville, Ky., billed $481,488 in 1958, including $153,820 in capitalized fees. This compares with '57 billings of $370,713, including $92,770 in fees. The agency added five new accounts while losing three. Added were Palmer Asbestos & Rubber Corp., Goodson Steel Corp., Dixie Manor shopping center, regional advertising for Borden ice cream and Golden Ear Hi-Fi. Lost were Aluminum Home Products, O'Daniel Motors and Shelbyville Road Plaza shopping center. Billings were broken down as follows: newspapers 27.1%, radio 28.3%, television 40.2%, business papers 2.21% and transit advertising 2.18%. The agency employs five persons in one office and expects '59 volume to increase 30%.

Simmons Advertising Agency, Grand Forks, N.D., billed $112,530, including $51,468 in capitalized fees, compared with $107,691, including $54,532 in fees. The agency added one account, Bridgeman Creameries' western division, while losing none. Billings went like this: newspapers 40%, magazines 2%, radio 5%, television 40%, farm publications 7% and other media 4%. The agency employs two persons in one office and expects 1959 volume to remain about the same as in 1958.

James L. Smith, Waterloo, Ia., billed $5,712 in 1958, of which $2,702 was in capitalized fees. Comparable figures for 1957 were $4,458 and $2,383. The agency added Waterloo Unloader Corp. and lost no accounts. Its media breakdown was: business papers 99% and farm publications 1%. It has one employe and sees business up 50% in 1959.

E. L. Speer Advertising Agency, Racine, Wis., billed $158,000 in 1958, including $28,000 in capitalized fees, as against total 1957 billings of $90,000. During the year the agency added one account, Heinrich Tools Inc., and lost none. Media breakdown was: newspapers 1%, magazines 73%, radio 1%, farm publications 5% and "other" 20%. The agency employs five persons in one office and expects a 20% increase in 1959 volume.

J. W. Spellman Inc., Boston, billed $417,682 in 1958, including $200,000 in capitalized fees, as against 1957 billings of $78,500, including $3,500 in fees. During the year the agency added three accounts, John H. Breck Inc., Massachusetts Turnpike Authority and Tuna Products Corp., while losing none. Media breakdown was: newspapers 30%, magazines 10%, radio 8%, television 12% and outdoor 40%. The agency employs eight persons in one office and expects 1959 volume to increase 25%.

Stern, Newman & Hayes (formerly Newman, Stern & Mandell), Miami Beach, Fla., billed $972,247 in 1958, of which $53,633 represented capitalized fees. In 1957, comparable figures were $773,000 and $13,000. During the past year the agency added Deauville Hotel, Singapore Resort and ten smaller clients, and lost Diplomat Hotel & Country Club. Media breakdown was newspapers 84%, magazines 9%, supplements 1%, radio 2%, television 1%, outdoor 1%, business papers 2%. The agency has 22 employes, and expects 1959 volume to rise 7%.

Stevenson & Associates, Minneapolis, billed $309,000 in 1958, compared with $280,000 in 1957. The agency gained the Durkee-Atwood Co. while losing no accounts. Its billings went to media this way: 2.8% in newspapers, 10% in magazines, 10.7% in television, 2.5% in outdoor, 58.7% in business papers, 4.1% in telephone directories and 11.2% for producion. The agency employs four persons in one office and expects 1959 volume to go up 40%.

Stewart Associates, Detroit, billed $43,000 in 1958, of which $35,000 represented capitalized fees. Comparable figures in 1957 were $38,000 and $34,000. Accounts added during the year were Detroit Flower Growers and Jet Products Co. Its media breakdown was newspapers 20%, magazines 50%, supplements 5%, direct mail 25%. It has one office with four employes, and expects 1959 volume to be up 30%.

R. M. Stocking Co., New York, billed less than $50,000 in 1958, unchanged from 1957. The agency neither added nor lost an account. Media breakdown was newspapers 35%; radio, 25%, and business papers, 40%. The agency employs two persons in one office and expects a 100% gain in volume in 1959.

Stral Advertising Co., Chicago, billed $395,000 in 1958, including $45,000 in capitalized fees. In 1957, the agency billed $275,000, including $35,000 in fees. Stral gained Perma-Power Co. last year. Its billings were invested as follows: 5% in newspapers, 5% in radio and 90% in business papers. It employs six persons in one office. It expects a 15% gain in 1959 volume.

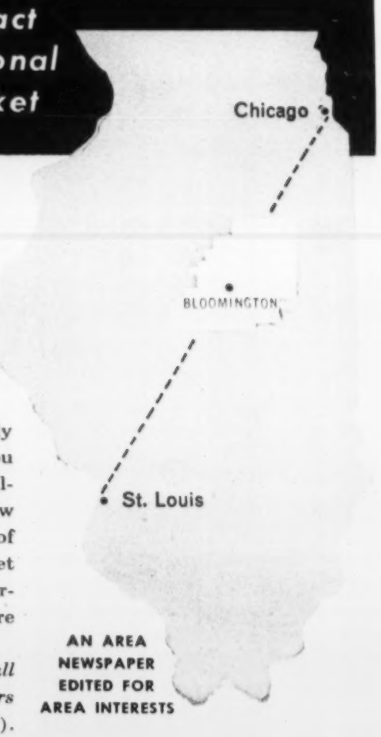
Sutnar-office, New York, billed $186,000 in 1958, of which $156,000 represented capitalized fees. Media breakdown: magazines 20%, business papers 40%, design services 40%. It has one office, and expects 1959 volume to be up 20%.

Tames Advertising Agency, Toronto, billed $101,000 in 1958, including $26,000 in capitalized fees. This compares with $34,000 in billings for six months in 1957, including $9,000 in fees. During the year the agency added three accounts, while losing none. Media breakdown was: newspapers 17%, radio 8% and business papers 75%. The agency employs one person in one office and expects 1959 volume to rise 20%.

Ralph Martin Tell, Clifton, N.J., billed $400,000 in 1958. No changes reported in account list. Media breakdown: business papers 40%; newspapers 30%; radio 10%; "other" 20%. The agency has eight employes, and thinks 1959 will be "up."

Terry, Gray, Schwartz & Harris, Chicago, billed $500,000 in 1958, all in commissionable space and time for clients. The comparable figure in 1957 was $300,000. During the year the agency added Wolch Nut & Candy Co., and Dale Dance Studios, and reported no account losses. Its media breakdown was newspapers 30%, radio 15%, television 40%, outdoor 5%, production 10%. It has ten employes, and expects its 1959 volume to be up about 100%.

Thorpe Advertising Agency, Milwaukee, billed $195,000 in 1958, including $40,000 in capitalized fees. In 1957 the agency billed $152,000, including $27,000 in fees. Thorpe gained Squirt-Nesbitt-


NOW YOU CAN REACH THIS PROSPEROUS ILLINOIS MARKET WITH

FULL R.O.P. COLOR

Get extra impact in this Exceptional 7 County Market

- 2nd largest evening circulation in Illinois
- 5th largest newspaper market
- 5th largest in automotive sales
- 7th largest in food sales
- 7th largest in drug sales

(these figures exclude Chicago)

The Pantagraph is the only newspaper that will give you full coverage of this $233 million retail market. And now through the added strength of full, lifelike color you can get 50% to 150% greater readership at only a fraction more in cost.

R. O. P. spot color — plus full color (black and 1, 2 or 3 colors available Daily and Sunday).

AN AREA NEWSPAPER EDITED FOR AREA INTERESTS

The Pantagraph
BLOOMINGTON-NORMAL, ILLINOIS
Represented by Gilman, Nicoll & Ruthman

You Can't Reach Oregon's *2nd Market From Portland*

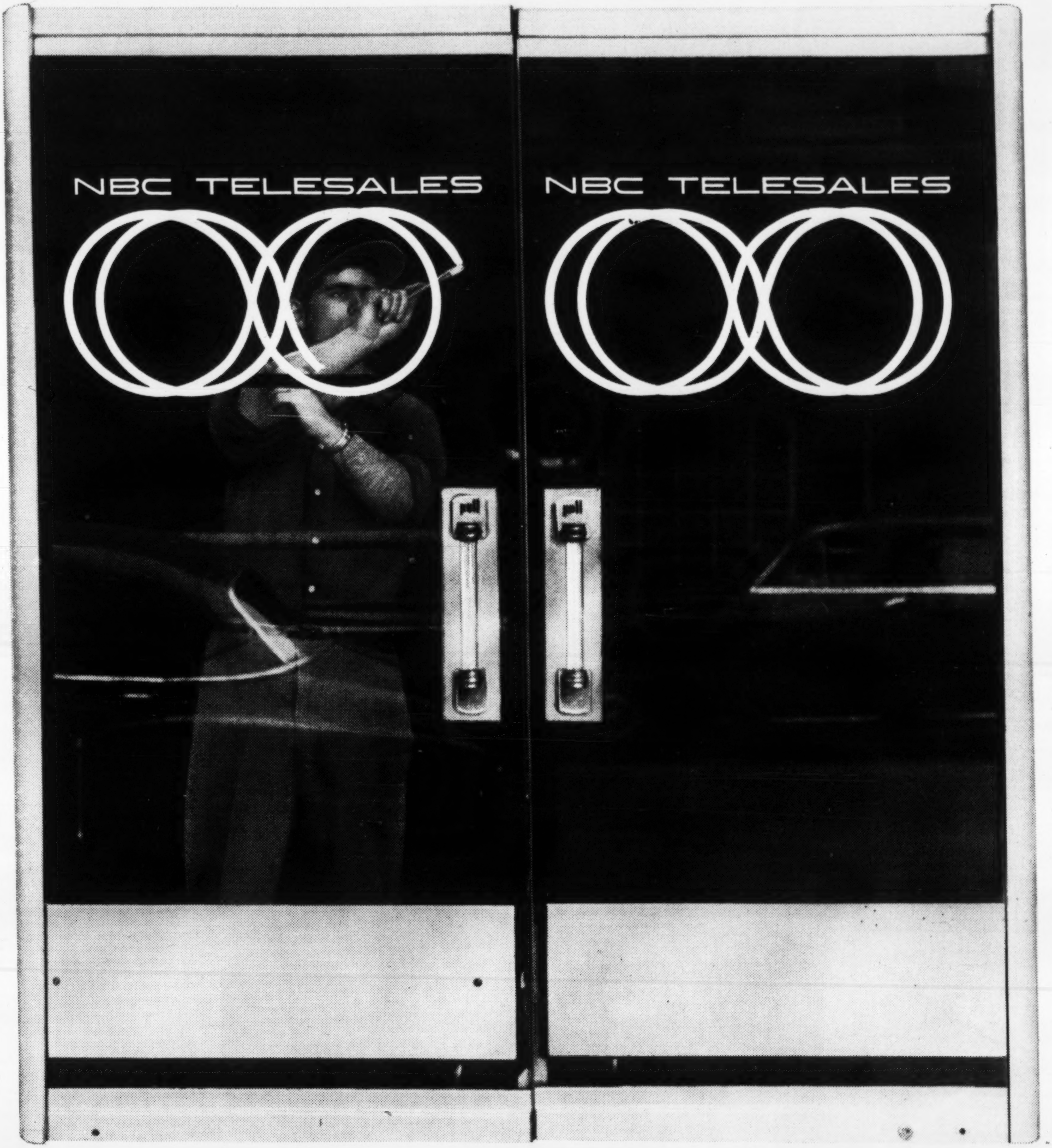
PORTLAND
EUGENE

In fact Portland advertising media barely nibbles the fringes of this able-to-buy area of more than 161,000 customers . . . 5th in population, buying income and retail sales in the entire Pacific Northwest.

The Eugene Register-Guard delivers an exclusive sales route for you . . . 9 out of 10 families in the Eugene city zone . . . 7 out of every 10 families throughout the metropolitan Lane county area.

Eugene Register-Guard

Represented Nationally by Sawyer ● Ferguson ● Walker Co.



The sign going up on the door means that NBC TeleSales has added a whole new dimension to its tape operations. From now on, giant, modern, conveniently-located studio 67A (Columbus Avenue at 67th Street – Mid Manhattan) will be NBC TELETAPE CENTER – devoted exclusively to commercial tape recording.

NBC TeleSales is now ready to serve the entire industry with: black-and-white and color facilities on both coasts . . . a fleet of mobile units strategically spotted throughout the country to make "location shooting" possible for you . . . a production staff with five solid years experience, and creative producer-salesmen specialists waiting to carry your tape commercial or production through from concept to final air copy.

For full information you are invited to call NBC TeleSales at CIrcle 7-8300 in New York or THornwall 5-7000 in Hollywood.

NBC TELESALES

Hires Bottling Co. and the Getzen Co. last year. It reported no account loss. Newspapers got 10% of the billings, magazines 5%, radio 10%, television 5%, business papers 60% and transit advertising 10%. Thorpe employs three persons in one office and expects 1959 billings to advance 30%.

Torobin Advertising, Montreal, billed approximately $500,000 since opening its doors in March 1958. It has added 12 accounts since then. Its media breakdown was tv 60%, radio 15%, with 25% equally divided among the other media. It has one office with six employes and expects 1959 volume to reach $800,000.

Town Crier Agency, Council Bluffs, Ia., billed $468,788, including $105,417 in capitalized fees. This compares with 1957 billings of $461,361, including $79,426.36 capitalized. The agency neither lost nor gained an account. Media breakdown was: newspapers 45%, magazines 7%, radio 10%, television 20%, outdoor 10% and "other" media 8%. The agency employs five persons in one office and expects 1959 volume to drop 10%.

Tri-State Advertising Co., Warsaw, Ind., billed $329,502 in 1958, including $161,854 in capitalized fees. This compares with 1957 billings of $276,963, including $110,122 in fees. The agency added three accounts, Warsaw Furniture Mfg. Co., Wilkens-Anderson Co. and Wall-Away Corp., while losing two, Wells Chair Corp. and Flagler Corp. Media breakdown was: newspapers 1%, magazines 2%, business papers 56%, farm publications 1% and "other" media 40%. The agency employs nine persons in one office and expects a 15% gain in volume for 1959.

Van Brunt & Co., New York, in its first year of operation, billed $600,000, of which $150,000 represented capitalized fees. The agency put 50% of its billings in newspapers, 20% in magazines, 20% in direct mail, merchandising and promotion and 10% in business papers. It has 10 employes and expects a 50% increase in volume in 1959.

Charles E. Vautrain Associates, Holyoke, Mass., billed $654,757 in 1958, including $528,510 in capitalized fees, as against 1957 billings of $468,993, including $345,184 capitalized. During the year the agency added six accounts while losing none. Added were Morin Mfg. Co., Clark Bros. Rustic Fences Inc.; New York Diamond Tool Co., Radding Sign Co., Hampden Glazed Paper & Card Co. and Perkins Machine Co. Media breakdown was: newspapers 5%, magazines 90%, radio 2%, television 1%, outdoor 1% and farm publications 1%. The agency employs eight persons in one office and forecast a 7% increase in 1959 volume.

W. L. Vomack Inc., Brooklyn, N. Y., billed $513,758.17 in 1958 including $320,160 in capitalized fees. The agency did not report 1957 billings. Three accounts were added, KOR-X and SHIM, both hair preparations, and the P. S. Bureau. Media breakdown was direct mail, 80%; newspapers, 5%; magazines, 10%; radio, 2%; farm publications, 1%, and point of sale, 2%. The agency employs nine persons in one office.

Harold C. Walker Advertising, Minneapolis, billed $450,000 in 1958, including $225,000 in capitalized fees. This compared with 1957 billings of $500,000, including $250,000 in fees. During the year the agency lost two accounts, Durkee-Atwood Co. and Dispatch Oven Co., while adding none. Billings were invested this way: newspapers 15%, business papers 75% and farm publications 10%. The agency employs seven persons in one office and expects a 25% increase in 1959 volume.

Watson-Manning Advertising, Stratford, Conn., billed $720,223 in 1958, including $692,916 in capitalized fees. This compares with 1957 billings of $397,655, including $390,708 in fees. The agency added two accounts, Miniclutch Co. and the standard hardware division of New Haven Malleable Tool Co., while losing none. All billings went to magazines. The agency employs six people in one office and expects a 10% increase in 1959 volume.

Robert E. Weissman Associates, New York, billed $67,579 in 1958, of which $60,030 represented capitalized fees. Its media breakdown was newspapers 30%, magazines 50%, supplements 2%, business papers 18%. The agency reports these figures "do not include art, copy and printing bills." It has one office with three employes.

Wendt Advertising Agency, Great Falls, Mont., billed $416,358 in 1958, including $106,698 in capitalized fees, compared with 1957 billings of $405,297, including $97,996 in fees. The agency added one account during the year, Great Falls First National Bank, while losing one, New American Life Insurance Co. Billings were invested this way: newspapers 43%, magazines 6%, radio 10%, television 30%, outdoor 6%, farm publications 4% and transit advertising 1%. The agency employs six persons in one office and expects a 7% increase in 1959 volume.

George Wern Advertising Agency, Canton, O., billed $75,021 in 1958, including $42,021 in capitalized fees, as against 1957 billings of $58,000, including $46,000 in fees. The agency added four accounts, not identified, and reported no account losses. Billings were invested as follows: newspapers 40%, radio 20%, outdoor 5%, business papers 25% and point of sale 10%. The agency employs two persons in one office and expects a 40% increase in 1959 volume.

E. Taylor Wertheim Advertising, New York, billed $269,000 in 1958 of which $14,000 represented capitalized fees. Comparable figures last year were $265,500 and $13,000. During the year, it added the Presbyterian Foundation. Its media breakdown was newspapers 30% and magazines 70%. It has one office with four employes, and expects 1959 volume to be up 5%.

Bill West Advertising, Los Angeles, billed $128,000 in 1958, including $100,000 in capitalized fees, as against 1957 billings of $87,000, including $69,000 in fees. The agency neither added nor lost an account during the year. Media breakdown was: newspapers 2%, radio 2%, business papers 20% and other media 76%. The agency employs one person in one office and expects 1959 volume to increase 20%.

Weston Associates Inc., Manchester, N.H., billed $365,360 in 1958, including $53,360 in capitalized fees, as against 1957 billings of $267,000, including $23,000 in fees. The agency gained four accounts while losing none. Added were the New Hampshire division of Grand Union supermarkets, WMTW-TV, John Geyer Co. and Hinsdale Co. Billings went like this: newspapers, 22%; magazines, 12%; radio, 17%; television, 3%; outdoor, 4%; business papers, 40% and point of sale, 2%. The agency employs ten persons in one office and predicts a 25% increase in volume for 1959.

Frederick G. Williams & Associates, Chicago, billed $341,159 in 1958, of which $50,000 was in capitalized fees. Comparable figures in 1957 were $354,152 and $71,200. No account losses or gains were reported. Media breakdown was: magazines 60%, business papers 25%, newspapers 10% and radio 5%. The ageny has four employes in one office, and expects business to be about the same in 1959.

Herbert Willis & Associates, Minneapolis, billed $487,334 in 1958, of which $93,013 represented capitalized fees. The comparable figures for 1957 were $376,193 and $59,203. The agency added seven accounts—Moorhead Mfg. Co., Schweigert meat products, Kooiker Mfg., Twin States Broadcasting Co., Displaymasters Inc., Neatway Products and North Central Life Insurance Co.; the agency dropped Clay Equipment Corp. Media use broke down as follows: newspapers 25%, farm publications 20%, television 15%, radio 15%, business papers 5%, outdoor 3%, production materials and "other," 17%. The agency has seven employes and expects volume to be up 35% in 1959.

Thomas C. Wilson Advertising, Reno, billed $841,248.88 in 1958, of which $405,938.13 represented capitalized fees. Comparable figures in 1957 were $723,376.59 and $374,373.11. During the year it gained Harrahs Club and James Canyon Ranch Creamery; it lost Harolds Club. Its media breakdown was newspapers 64%, magazines 1%, radio 8%, tv 10%, outdoor 11%, business papers 2%, farm publications 1%, transit advertising 1%, other 2%. It has one office with 17 employes, and expects 1959 volume to be up 20%.

Wilson-Seylor-Ware, Chicago, billed $250,000 in 1958, its first full year of operation (formed July 1, 1957), of which $100,000 represented capitalized fees. It added Jensen-Salsbery Laboratories, Kansas City, in December, lost none. Media breakdown: business papers 40%, newspapers 10%, radio 3%, television 10%, farm publications 2%, point of sale 15%, "other" 20%. It has five employes, and forecasts a gain of 100% in 1959 volume.

Winn-McLane Associates, Austin, Tex., billed $182,000 in 1958, of which $2,000 represented capitalized fees. Comparable figures for 1957 were $124,400 and $1,400. The agency added Continental-Belton Co. and Texas Nuclear Corp. while dropping Polarmatic Corp. Media use broke down as follows: television 35%, radio 15%, newspapers 15%, magazines 10%, business papers 3%, farm publications 2%, "other" 20%. The agency has five employes and expects a volume increase of 15% in 1959.

Womack-Snelson Advertising, Odessa, Tex., billed $161,500 in 1958, of which $8,000 represented capitalized fees. Comparable figures in 1957 were $178,000 and $8,000. The agency reports no account changes. Its media breakdown was: newspapers 56%, radio 3%, television 12%, outdoor 12%, business papers 15%, other 2%. It has 11 employes in two offices, and expects 1959 volume to be about the same as '58.

Ben Woodhead Advertising, Beaumont, Tex., billed $209,790 in 1958, of which $54,540 represented capitalized fees. Comparable figures for 1957 were $190,400 and $50,400. The agency added four accounts—Beaumont Village Shopping City, Hobo Medicine Co.; M & P Portable Buildings, and McIntosh Electric Supply; no important ones were lost. Television got 45% of billings, newspapers 24%, radio 15%, outdoor 4%, business papers 1%, transit advertising 0.7% and "other" media 10.3%. The agency has three employes and expects volume to be down 5 or 10% in 1959.

Woodrum & Staff, Honolulu, T. H., billed $418,000 in 1958, compared with $365,000 in 1957. During the past year it added American Security Bank, the Economic Planning & Coordination Authority, and the export division for Hawaii of the Chrysler Corp. It reported no lost accounts, has eight employes and expects 1959 volume to rise 10%.

Stickin' around with kleen-stik®

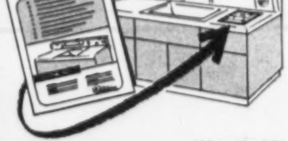
1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

IDEA NO. 149

Sales-Stimulatin' Sticker

Even the *simplest* printed piece can become a "standout," result-wise, by using modern, moistureless Kleen-Stik. Here's one that National Cleaners Chemical Mfg. Co., Chicago, uses to remind customers to *phone* for rush service. Art Saltz, National's "peppery" Sales Manager, had his agency, Burlingame-Grossman, design this bold reminder. Thanks to Kleen-Stik's easy *peel-an'-press* application, salesmen can place one near *every* customer's phone—on desk-top, stockroom wall, or other handy spot. Simple . . . but it stimulates *extra sales!* Larry Berland, of Berland Printing Service, Chicago, gets the nod for a neat print job.

The World's Most Versatile Self-Sticking Adhesive



IDEA NO. 150

Kleen-Stik Sells Everything—

—*including* the kitchen sink! When Youngstown Kitchens Division of American-Standard, Salem, Ohio, wanted to stress the many advantages of their new Servi-Center sink unit, they designed this *large* (11 x 15) label to go *right on the product.* Attractively litho'd in three colors on Kleen-Stik 800-V, it plainly shows all the new "gadgets", lists cleaning instructions, etc. After installation, it p-e-e-l-s off *clean and easy.* Ad Mgr. Frank Kautzmann worked with Bill Matthews, Sales Mgr. for Great Lakes Lithograph Co. of Cleveland, to produce this effective "silent salesman".

Your sales won't *sink* if you get "in the swim" with versatile, long-lasting Kleen-Stik displays. See your regular printer, lithographer, or silk screener for ideas...or write for our *free* "Idea-of-the-Month" service.

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

BRAND NEW—AND COLOR TOO!

Your advertising in the Caller-Times now rolls off a battery of ten brand new Goss Headliner presses with capacity of 60,000 eighty-page papers an hour. In addition to sharper reproduction and faster delivery, the new presses give more flexible R. O. P. color with pin-point register.

The Caller-Times serves you better than ever in Texas BIG one-paper market. Write today for market data folder.

Circulation 93,602 ABC

Represented nationally by
TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas
Chicago Atlanta New York

The Corpus Christi Caller-Times
CORPUS CHRISTI, TEXAS

"I never miss an issue of Ad Age . . ."

says **ROBERT LLEWELLYN**
Advertising Manager, Taystee-Grennan Divisions
American Bakeries Company

"How many times we end a discussion of some current advertising news with this phrase: *the whole story's in Ad Age!* It's a tribute to Ad Age's thoroughness and timeliness—what better recognition can there be? I never miss an issue."

ROBERT LLEWELLYN started his business career after World War II service as a naval aviator aboard a carrier. With several years of copywriting experience to his credit, he was named an account manager for Henri, Hurst & McDonald, Inc., and later (1951-1953) an account executive for Tatham-Laird, Inc. At the American Bakeries Company, which he joined in 1953, he handles all advertising and sales promotion for two of the company's three divisions.

Outside the field of advertising, Mr. Llewellyn's interests include barbershop quartet singing and photography. In the latter art, he describes himself as an "advanced amateur." As a University of Illinois alumnus (B. A. in journalism), he keeps in touch with his alma mater through the Illini Club of Chicago.

Advertising Age

Coffee Marketer Yanks Ads, Hits 'Unfair' Rates

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

G. Wilfred Wright, Elizabeth, N. J., billed less than $25,000 in 1958, the same as reported for '57. Media breakdown was newspapers, 50%; business papers. 25% and transit advertising, 25%. No change in 1959 volume is expected by the agency.

Gene Wyble Advertising, Millville, N.J., billed $250,000 in 1958, compared with $190,000 in 1957. It has eight employes, and expects 1959 volume to rise 15%.

Wyckoff & Associates, San Francisco, billed $313,953 in 1958, of which $229,237 represented capitalized fees. Comparable figures in 1957 were $322,981 and $214,374. During the past year it added Northbrae Travel Service and its affiliate, Piedmont Travel Service, and the public relations division of the Salvation Army, San Francisco. It lost City Savings & Loan Association, and Atlas Fish Fertilizer Co. Media breakdown was: newspapers 17.5%, magazines 30%, radio 28%, television 19%, outdoor 2.5%, business papers 1%, farm publications 2%. The agency has five employes and expects 1959 volume to rise 5%.

The Wyman Co., San Francisco, billed approximately $700,000 in 1958, of which $200,000 represented capitalized fees. Comparable figures in 1957 were $600,000 and $100,000. During the year it added Koret of California and McAlister Buick; it lost no major accounts. Its media breakdown was newspapers 20%, radio 10%, tv 10%, business papers 10%, direct mail and point of sale 50%. It has one office with 13 employes and expects 1959 volume to be up 30%.

Chris Yaneff Ltd., Toronto, billed $336,000 in 1958, of which $146,000 represented capitalized fees. In 1957, the agency billed $216,000, of which $66,000 represented capitalized fees. Parkdale Wines Ltd., Cortini Furniture Mfg. Ltd. and James Howden & Co. of Canada were added during the year, while one account—Jubilee Brewery Ltd.—was dropped. Business papers got 55% of the agency's billings, newspapers 10%, magazines 10% and television 10%. The agency has seven employes and looks for a 20% gain in volume in 1959.

Yount Co., Erie, Pa., billed $525,764 in 1958, of which $17,342 represented capitalized fees. Comparable figures in 1957 were $524,531 and $17,342. During the year it neither gained nor lost an account. Media breakdown: newspapers 20%, radio 29%, tv 20%, outdoor 25%, business papers 5%. The agency has five employes in one office and expects 1959 volume to be about the same as 1958.

Zam & Kirshner Co., New York, billed $522,000 in 1958, of which $160,000 represented capitalized fees. Its media breakdown was newspapers 5%, magazines 64%, radio 4%, business papers 27%. It has two offices with seven employes, and expects 1959 volume to be up 10%.

72 Foreign Agencies Report 1958 Billings

AA Presents 1st Report on Foreign Agencies, 37 Are British

New York, Feb. 17—For the first time, billings of advertising agencies outside of the U.S. and Canada are reported in Advertising Age's annual survey.

This report, which AA plans to expand and present annually, covers 1958 billings of 72 agencies in 22 countries.

■ Volume of individual agencies varied from a low of $40,000 for a Greek shop to an impressive high of $101,000,000 for the giant Japanese agency, Dentsu Advertising.

Dentsu, which reported 2,400 employes in 24 offices, noted that while it added many accounts in 1958 none was—or could be—of major importance since "nearly all the important accounts in Japan are already with us."

■ The foreign agencies fell into four broad groups. Thirty-two agencies—or almost half of the ones covered here—billed between $1,000,000 and $5,000,000. Eighteen agencies billed between $5,000,000 and $10,000,000. Thirteen reported billings below $1,000,000.

Eight titans of the non North American advertising world billed $10,000,000 in 1958. In addition to Dentsu, this select group included Publicis in France and six British agencies—Colman, Prentis & Varley, London Press Exchange, S. H. Benson Ltd., Mather & Crowther, Masius & Fergusson and W. S. Crawford Ltd.

Of the 72 agencies whose billings are reported below, 37 are British. Britain is the only country outside of the U.S. where advertising volume now exceeds $1 billion annually and for this country alone AA has tried to include every agency believed to be billing more than £1,000,000 ($2,800,000).

■ The phrase "estimated" is thus used in connection with the billings figures of a number of British agencies. In all cases, however, this estimate is based on a careful investigation by AA's London correspondent, working with the best available data and consulting with executives of the agencies concerned.

Eight British agencies—as well as the 34 from the other 21 countries—reported their billings directly to AA.

■ Several other points to be kept in mind about this foreign report are:

1. The dollar figures used are based on current markets rates of exchange. In some cases—Brazil and Argentina, for example—this results in considerably lower figures than conversions at the official rates.

2. Billings of individual agencies should be regarded *in their national contexts, not in comparison with figures of U.S. agencies.* Agencies billing less than $1,000,000 may still rank among the leaders in their respective countries.

3. No attempt was made to report the billings of foreign branches of U.S. agencies. International billings of U.S. agencies are reported elsewhere in this issue.

■ The following are the reports on each of the agencies, in alphabetical order:

ARGENTINA

Ricardo de Luca—Publicidad Tan, Buenos Aires, billed $500,000 in 1958, of which $55,000 represented capitalized fees. Comparable figures for 1957, $385,000 and $37,000. The agency added three accounts—Pedro Domecq cognac, Thor washing machines and Canada Dry. The media breakdown was newspapers 24%, radio 18%, magazines 16%, television 13%, point of sale 11%, outdoor 9% and 9% for business papers, farm publications, transit advertising and other media. The agency has 41 employes and expects a volume increase of 30% in 1959.

Yuste Publicidad, Buenos Aires, billed $775,000 in 1958, compared with $535,000 in 1957. The agency added five accounts—Gurmendi S.A., Cia. Sud Americana de Telefonos L. M. Erickson, Viplastic (Telas Neoflex), Dubarry and Ciba (Binaca toothpaste); Hijos de Ybarra was dropped. The media breakdown was print media 43%, radio and television 33%, outdoor 13% and point of sale, direct mail and printed materials 11%. The agency has 85 employes in two offices and looks for a volume gain of 20% in 1959.

AUSTRALIA

Canny, Paramor & Canny Pty., Sydney, billed $2,255,485 in 1958, of which $114,754 represented capitalized fees. Comparable figures for 1957 were $1,837,235 and $67,115. The agency reports 70 employes in two offices and sees 1959 about the same as 1958.

Noel Paton-Warwick Advertising Services Pty., Melbourne and Sydney, reports billings of $2,035,000 in 1958.

BELGIUM

Publicontrol S.A., Brussels, billed $1,872,000 in 1958, of which $22,000 represented capitalized fees. Comparable figures for 1957 were $1,689,000 and $14,000. The agency added three accounts: Libbey's, Chrysler and Bayer (Dralon). It has 51 employes in two offices and expects volume to be up 20% in 1959.

BRAZIL

Norton Publicidade, Sao Paulo, billed 252,000,000 cruzeiros (equivalent at current exchange rates to $1,700,000) in 1958, of which 38,000,000 cruzeiros represented capitalized fees. Comparable figures for 1957 were 237,000,000 and 32,000,000 cruzeiros. The agency added Companhia Financiadoro Brasileira, Industria de Produtos Quimcos Gete and Imobiliaria Civia. It placed 72% of its billings in newspapers, 10% in magazines, 10% in television, 3% in point of sale, 2% in outdoor, 1% in radio and 2% in other media. The agency has 200 employes in four offices and expects a volume gain of 15% in 1959.

BRITAIN

Alfred Bates & Sons, London, billed an estimated $3,360,000 in 1958. Among its accounts are Cambrian Air Services, Kilvert's lard and Randora wine. It added Smoothedge carpet fitter during 1958. The agency has branches in Liverpool, Manchester, Newcastle and Glasgow.

S. H. Benson Ltd., London, one of Britain's largest agencies, billed an estimated $32,000,000 in 1958, of which $23,500,000 represented billings of the Benson agency itself. Included in the total are estimated billings of three Benson-owned agencies: Longleys & Hoffman ($3,700,000), Keymer Advertising ($2,400,000) and Spottiswood Advertising ($2,400,000).

Benson has some 640 employes servicing a wide variety of accounts, including Johnnie Walker whisky, the Tea Bureau, Marmite, Guiness, Pimms' No. 1 Cup, Muraymints and Camp coffee.

During 1958 it added Southern Television, the British Trawler Federation and a big slice of the Dunlop account; Macprin headache tablet was dropped.

Keymer Advertising, which formerly operated as D. J. Keymer & Co., one of Britain's big overseas agencies, changed its name in October and now has a new management. The agency added 15 major national accounts in 1958. Among them were Smedley frozen foods, Lilia-White, Akers Hair & Scalp Clinics and White-Hudson Co. Benson is one of the founding partners of Ogilvy, Benson & Mather, New York.

Clifford Bloxham & Partners, London, billed an estimated $3,360,000 in 1958. The agency added Radiation solid fuel and Ultra-Electric radio and television during 1958. It also services Hoover steam irons, Colgate shaving preparations, Apollinaris soft drinks. H. P. baked beans and Cow & Gate dairy foods.

T. B. Browne Ltd., London, billed an estimated $3,080,000 in 1958. It employs some 150 persons. Among its accounts are: Philco, Mackintosh toffees, Highland Queen whisky, Buckingham furniture and Mason's OK sauce.

Colman, Prentis & Varley, London, billed $39,200,000 in 1958, of which $26,600,000 represented business done outside of Britain.

CPV, now in its 25th year, has offices in Belgium, France, Italy, Canada, Trinidad, Columbia, Venezuela, Singapore and Iran. It handles such major accounts as British European Airways, Austin Motors, J. Lyons, Shell Oil, Philip Morris and Elizabeth Arden. During 1958 it added Orlon fiber, Neoprene fiber, Associated Television, Spirella corsetry, Sherwood paints and two new products, Lyons Lonzade soft drink and Highlight wave set. It became the center of controversy in 1958 as a result of its work for the Conservative party. This was the first time a British political party had hired an advertising agency.

W. S. Crawford Ltd., London, billed an estimated $10,360,000 in 1958. The agency added the Road Haulage account and Sykes Machine Tools; it dropped KLM Royal Dutch Airlines, Chemstrand and Maconichie's Foods. Among its leading accounts are: Yardley, Tootal, Formica, Vauxhall, Van Houten, General Electric and Bayer. It employs 322 persons.

Dolan, Ducker, Whitcombe & Stewart, London, billed $5,200,000 in 1958, of which $1,900,000 represented capitalized fees. Comparable figures for 1957 were $4,100,000 and $1,650,000. The agency added Linzi dresses, Nesquik and another new product to be marketed in 1959 by Nestle, and a new product from Unilever; it dropped the British Trawler Federation and it lost the newly-acquired Corona soft drink account when Beecham took over Thomas Evans & Co. The media breakdown was newspapers 24%, television 22%, magazines 20%, outdoor 10%, business papers 7%, farm publications 5% and "other" 12%. Headed by American adman Pat Dolan, the agency has 99 employes in two offices and expects a 20% gain in volume in 1959.

Dorland Advertising, London, billed an estimated $6,440,000 in 1958. The agency added Slenderella, Optilon, Playcraft toys, Eldorado ice cream, Johnson's photographic products and a new product—Rolls Royce Foamatic washing machine; it dropped Carling's lager. On its account roster are: Rolls Royce, Morris cars, Walter's Palm toffee, Twining's tea, Booth's distilleries, Pirelli tires and Shulton.

Everetts Advertising, London, billed an estimated $3,920,000 in 1958. The agency added Trix Model Constructor and dropped Kardomah tea during the year. Older accounts are Organon Laboratories, Ferranti, British Drug Houses and Imperial Chemical Industries (fertilizers).

S. T. Garland Advertising Service, London, billed an estimated $3,080,000 in 1958. The agency lost the Coleman Vitacup health drink account during the year. It services Shaeffer pens, Heavenly sherry, Berry's electrical products and part of the Thos. Hedley account.

Greenlys, London, billed an estimated $5,600,000 in 1958. The agency has some 200 employes on such accounts as Australian butter, Crosse & Blackwell canned foods, Ever Ready, Pernod, General Electric, Westminster Laboratories and Sans Egal lipstick.

John Haddon & Co., London, billed an estimated $5,600,000 in 1958. The agency handles a number of cigaret and tobacco brands for Imperial Tobacco Co., including Seven Player's cigaret brands. It has 150 employes.

Charles F. Higham Ltd., London, billed an estimated $3,360,000 in 1958. The agency added new business on Lastex yarn and Rapido hair treatment during the year; it dropped HMV radio and television and part of the Dunlop account. It has 160 employes.

John Hobson & Partners, London, billed an estimated $3,640,000 in 1958. The agency had a good new business year, adding Kavli cheeses, Total oil, Black & Decker power tools, Colgate's Ola, Fab, Lustre Creme and Cue hair cream, Scandinavian Airlines System, Bowater-Scott's Andrex paper towels, Cadbury's Chocolate Squeeze and Johnson & Johnson's first aid cream.

Lambe & Robinson-Benton & Bowles Ltd., London, created last Oct. 31 by a merger of Britain's Lambe & Robinson with America's Benton & Bowles, billed an estimated $5,500,000 in 1958. B&B acquired a substantial portion of L&R shares and Robert Lusk, president of the U.S. agency, joined the board of the British agency. The two agencies had previously worked closely together on Procter & Gamble business which they have in common. Thomas Hedley & Co., P&G's British subsidiary, pulled Gay detergent out of the agency during 1958 and assigned it a new product, Mr. Clean. Hedley also announced that L&R-B&B would be handling new product development. L&R-B&B, like Benton & Bowles in the U.S., services Tide. The agency also acquired Ful-O-Pep and Poultry Foods from Quaker Oats during the year.

Legget Nicholson & Partners, London, billed an estimated $3,080,000 in 1958. The agency added Berlei brassieres and Prima Scooters during the year; it dropped Scandinavian Airlines System. It services Player's Bachelor and Weights cigarets, Dormy blankets, English Electrical Co., Berkshire nylons and General & Industrial paints. The agency has 117 employes. It opened an office in Frankfurt in 1957.

Lintas Ltd., London, regarded as a house agency for Unilever, billed an estimated $9,800,000 in 1958, although on the basis of space bookings, the estimated billing would appear to be about $15,680,000. The difference is explained by the fact that Lintas block books space for Unilever products while the advertising may be handled by one of nine other agencies. Lintas deducts part of the 15% commission on these accounts for its space and time booking activities. The agency has 470 employes and services such Lever brands as Birds Eye, Wall's, Surf, Lifebuoy, Puritan, Quix, Rinso and Sunlight. Hudson & Knight, one of the many Unilever companies, assigned Silver Dew soap to the agency in 1958.

C. J. Lytle (Advertising) Ltd., London, billed an estimated $5,320,000 in 1958. The agency added the Trill Budgerigar seed account during the year. It has a staff of 145 and handles Regent oil, Pal razors, State Express cigarets, Coldrator refrigerator, Gordon's gin and South African Airways.

London Press Exchange, London, sometimes described as the "largest advertising and marketing organization in Europe," billed $32,425,000 in 1958, of which $2,820,000 represented business done outside of Britain. In 1957, it billed $27,170,000, of which $2,185,000 represented overseas business.

The LPE organization consists of a number of associated companies. Among them are: Intam Ltd., an international advertising agency operating through its own offices in South Africa and Rhodesia and through affiliated agencies in other countries; St. James's Advertising & Publishing Co., Britain's largest financial advertising agency; Technical & General Advertising Agency, a fully-staffed agency servicing industrial clients; Research Services Ltd., a market research company; Outdoor Publicity Ltd.; Publicity Arts Ltd.; Fanfare Press; LPE Television Ltd.; and an independently operated public relations division.

Founded in 1892, LPE reached a billings level of £2,200,000 in 1939 and came out of World War II with billings of £1,250,000. The agency currently has capital and reserves of $3,000,000. During 1958 it added three important accounts: Remington Rand shavers, Beecham's Corona soft drinks and Beecham's Maclean's toothpaste overseas. The agency has 1,200 employes and looks for a billings gain of 10 or 15% in 1959.

Mather & Crowther, London, one of Britain's largest agencies, billed an estimated $20,000,000 in 1958.

The agency had a notable new business year, adding two milk marketing boards in Scotland (the agency is particularly strong in the dairy field), Tetley tea, Brazil pies and sausages, Singer sewing machine, Encyclopedia Britannica, James Pascall Ltd. and the Eastern Electricity Board; in addition, Jaeger woolens and Gray Dunn biscuits were acquired as of Jan. 1. Older accounts include Ronson, Bachelor's canned vegetables, J. Wix cigarets, Associated Electrical Industries, Shell Oil, I. C. I. Terylene fiber, Aspro and Goya toiletries. The agency has 520 employes and is one of the founding partners in Ogilvy, Benson & Mather, New York.

Masius & Fergusson, London, successor to Lord & Thomas' London office, billed an estimated $15,400,000 in 1958. The agency added Capstan cigarets and dropped Van Heusen during the year. Among its major clients are Colgate-Palmolive, Beecham Foods, KLG, spark plugs, Brown & Polson, Kiwi shoe polish, Coates cider and Innox toiletries. It has 335 employes.

Napper, Stinton & Wolley, London, billed an estimated $2,800,000 in 1958. The agency added Loxene medicated hair cream, Moulin Rouge toothpaste, Mentholatum and Coleman Vitacup health drink during the year; it dropped the Chas. Pfizer pharmaceutical account.

Notley Advertising, London, billed $4,920,000 in 1958, of which $990,000 represented capitalized fees. Comparable figures for 1957 were $4,540,000 and $990,000. The agency placed 35% of its billings in newspapers, 23% in magazines, 14% in business papers, 10% in television, 7% in outdoor, 6% in cinema advertising and 5% in other media. It has 143 employes and looks for a volume increase of 25% in 1959.

Osborne- Peacock, London, billed an estimated $6,000,000 in 1958, compared with $5,500,000 in 1957—excluding fees. The agency added Fourways Travel Agency and David Whitehead fabrics during the year; it began billings on Cusson's toiletries in January, 1959. It has 240 employes in four offices.

Allardyce Palmer, London, billed $3,060,000 in 1958, of which $260,000 represented capitalized fees. Comparable figures for 1957 were $2,910,000 and $250,000. The agency points out that these figures do *not* include the operations of its Paris office, which is organ-

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  As a source of additional market data currently available
  To plan product research and development—within a given market
- **ADVERTISING**
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  To compare media covering the same market
  To prepare preliminary ad budgets
  To schedule copy and art deadlines, based on media closing dates
  To determine copy slants most appropriate for reaching specific markets
- **SELLING**
  To prepare sales forecasts
  To estimate sales quotas
  To map sales territories
  To locate sales weaknesses
- **PROMOTION**
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ized as a separate company.

During the year the agency added Trollope & Colls, Henry Sykes, Chilton electric products and "21 small accounts." No important accounts were lost. The media breakdown was business papers 40%, newspapers 31%, magazines 15% and 14% for other media, including supplements, outdoor, television, farm publications, point of sale and transit advertising. The agency has 110 employes in three offices and expects volume to increase 10% in 1959.

S. C. Peacock Ltd., London, billed an estimated $3,640,000 in 1958. The agency, which has 200 employes in five offices, is linked with the Brunning group of marketing companies, which includes mobile sales forces and circular distributors. The Brunning group has a reported volume of $11,200,000. Among the Peacock accounts are Avro corsetry, Red Heart pet foods, Guy Motors, Rope & Anchor rum, Pifco electrical products, Mayfair canned meats and Standard Brands. The agency resigned from the Institute of Practitioners in Advertising (British equivalent of the American Assn. of Advertising Agencies) at the end of 1958 on the ground that the association's by-laws restricted new business activity.

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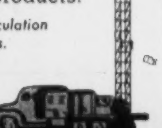

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Alfred Pemberton, London, billed $5,564,526 in 1958, compared with $4,547,602 in 1957. The agency added five accounts—Burroughs Wellcome, Perrier, East Midland Allied Press, Solartron Electronic Group and Langeberg Kooperasie Beperk; it dropped Armstrong Siddley Motors. The media breakdown was magazines and newspapers 54%, television 36%, point of sale 5% and the remaining 5% in outdoor, transit advertising, cinema advertising and other media. The agency has 156 employes and expects volume to be up 25% in 1959.

Raynor Webber & Stiles, London, billed $420,000 in 1958, compared with $168,000 in 1957. The agency added National Spastics and Pan Britanicca. The media breakdown was television 25%, magazines 22%, newspapers 20%, business papers 15%, point of sale 10%, outdoor 4% and "other" 4%. The agency reports 40 employes, "including studio," and looks for a 75% gain in volume in 1959.

G. S. Royds Ltd., London, billed an estimated $7,560,000 in 1958. The agency has some 250 employes servicing such accounts as Brylcreem, Bristol-Myers, Beecham, British Celanese, Electrolux, Cutes, Peggy Sage and Courtauld's.

Rumble, Crowther & Nicholas, London, billed an estimated $3,360,000 in 1958. The agency handles Ford Motor, Baker & Dobson chocolates and Cartier jewels.

Samson Clark & Co., London, billed an estimated $3,360,000 in 1958. Among its accounts are California Cottons, Hunting Clan Air Transport, Emu wines, Ronuk floor polishes and Biro-Swan pens.

Saward, Baker & Co., London, billed an estimated $4,760,000 in 1958. The agency added Relay Exchanges Ltd. and Youthcraft foundations during the year; it dropped a Nestle chocolate product. It has 135 employes.

Service Advertising, London, billed $8,700,000 in 1958, of which $280,000 represented capitalized fees and $185,000 represented business done outside of Britain. Comparable figures for 1957 were $7,200,000, $180,000 and $70,000. The agency added British Petroleum (overseas), International Synthetic Rubber and Fray Bentos; no important accounts were dropped. It has 170 employes and sees 1959 about the same as 1958.

G. Street & Co., London, billed an estimated $5,040,000 in 1958. The agency added four accounts—Pitman's Correspondence Schools, Telefusion Ltd., St. Ivel cheese and Maconichie's foods; it dropped Remington Rand shavers and Fray Bentos. It continues to service Remington Rand business machines, as well as Barclay foundation garments, Gaymer cider, De Kuyper liqueurs, Martell brandy, Vespa scooters and 7-Up.

C. Vernon & Sons, London, billed an estimated $2,800,000 in 1958. The agency added the Bibby Dimple lard account during the year. Other clients are Trex cooking fat, Whiteways cider, Renault and Robinson's soft drinks.

Willings Press Service, London, billed an estimated $3,080,000 in 1958. The agency added the BBC Publications account and Softly Liquid detergent, a new product marketed by Domestos Ltd. It services Viota cake mixes, Ecko electrical products, Kenwood appliances, Cherry Heering liqueur and Parke-Davis.

F. C. Pritchard Wood & Partners, London, billed an estimated $9,800,000 in 1958. The agency dropped Churchman cigarets and tobacco and Wills' Capstan cigarets during the year. Among its clients are Kelvinator, Boots pharmaceuticals, Hammond's beers, Summer County margarine, Glaxo Laboratories, Westclox, Rover cars and British Oxygen. It has some 300 employes.

CHILE

Magallanes Publicidad, Santiago, billed $190,000 in 1958, of which $30,000 represented capitalized fees. Comparable figures for 1957 were $40,000 and $10,000. The agency added three accounts: Telefunken, Argentina Airlines and Cicoma. One account—Cia. Industrial y Comercial Tres Montes—was dropped. The media breakdown was radio 50%, newspapers 33%, point of sale 8%, outdoor 6% and magazines 3%. The agency has 12 employes and sees 1959 about the same as 1958.

CUBA

Publicidad Guastella, Havana, billed $3,000,000 in 1958, compared with $2,550,000 in 1957. The agency added Du Pont Inter-America Chemical Co. (Du Pont paints), J. Z. Horter Co. (Admiral appliances) and Cia. Nacional de Alimentos (Libby's); no accounts were lost. The media breakdown was television 32%, radio 25%, newspapers 18%, magazines 15%, outdoor 6% and other 4%. The agency has 64 employes and expects a 12% gain in volume in 1959.

Soria, Ruiz & Cia. Publicidad, Havana, billed $1,400,000 in 1958, compared with $1,200,000 in 1957. The agency added U.S. Rubber Co. Television took 60% of billings, newspapers 20%, magazines 10% and radio 10%. The agency has 32 employes and looks for a 10% increase in volume in 1959.

DENMARK

A/S D.E.A. Reklamebureau for Danske Erhverv, Copenhagen, billed $519,463 in 1958, compared with $460,406 in 1957. The agency placed 50% of its billings in newspapers, 29% in magazines, 8% in business papers, 3% in point of sale, 1% in farm publications and 9% in other media. It has 29 employes and sees 1959 about the same as 1958.

Harlang & Toksvig Reklamebureau, Copenhagen, billed $3,140,000 in 1958. In 1957, the agency billed $2,710,000. It added six accounts and lost one—none specified. It placed 73% of its billings in newspapers, 14% in magazines, 5% in business papers, 3% in farm publications, 2% in outdoor and 3% in cinema advertising and other media. The agency has 198 employes in six offices and sees 1959 about the same as 1958.

FRANCE

Elvinger S. A., Paris, billed $7,000,000 in 1958, compared with $6,400,000 in 1957. The agency added Spic 'n Span from Procter & Gamble, Vals St. Jean mineral water, Formfit foundation garments, Garnier Linen, Thiebault cigars and Reckitt & Colman's spray window cleanser. The media breakdown was: newspapers and magazines 55%, radio and television 18%, outdoor 10%, printed matter 7%, cinema 5%, production 4% and "other" 1%. The agency has 200 employes.

Publicis S.A., Paris, billed $10,000,000 in 1958, compared with $8,400,000 in 1957.

Generally regarded as France's largest agency, Publicis works for Shell Oil, Colgate-Palmolive, Coty and Singer Sewing Machine, among others. During 1958 it added Phildar wool, Refrigerating Industries Council, Ronson, Nydel table linen, U.S. World Trade Fair, California International Trade Fair, Berliet trucks, Pechiney (big French chemical company), French Iron & Steel Industries and the French Aeronautical Industry; Knittax Knitting Machines was dropped. It also opened a liaison office in New York and affiliated with agencies in Belgium, Germany and Austria.

The media breakdown was magazines 35%, newspapers 30%, radio 14%, films 9%, outdoor 9% and the remainder for point of sale and other media. The agency employs 270 persons in three offices and expects volume to increase 15% in 1959.

Publicite R. L. Dupuy, Paris, billed $7,000,000 in 1958, compared with $6,000,000 in 1957. The agency added a number of new accounts: Roger Bellon Laboratories, Rhodiaceta plastics, Safic Alcan (Neoprene), Lilloise de Chaines (industrial chains) Du-Pont (Elastomers), Gendron, I.B.M and Stendhal beauty products; no important accounts were lost. The media breakdown was newspapers 50%, cinema 20%, radio 15%, outdoor 10% and magazines 5%. The agency has 172 employes in two offices and looks for a volume gain of 15% in 1959.

Synergie Publicite & Propagande, Paris, one of France's largest agencies, billed $8,000,000 in 1958, of which $1,600,000 represented capitalized fees. Comparable figures for 1957 were $6,022,000 and $934,000.

Founded in 1932, Synergie did much of its early work for the French textile industry. Today the agency services 10 industry-wide associations, as well as such accounts as Caltex, Houbigant, Formica, Helanca, Remy Martin, Thomson appliances, Vittel and Lever's Oma. It maintains its own market research organization, Synergie-ROC.

During 1958 the agency added Parker Pen, A.D.G. Camping-Gaz (bottled butane), Pernelle knitting wool and Fiat; it dropped Brochet ginger bread. The media breakdown was magazines 35%, newspapers 27%, radio 5%, outdoor 4% and the remainder for cinema advertising, point of sale, printed materials, art and mechanicals. The agency has 190 employes and sees 1959 about the same as 1958.

GERMANY

Hanns W. Brose GMBH, Frankfurt, billed $8,333,000 in 1958, compared with $6,667,000 in 1957. The agency placed 60% of its billings in newspapers and magazines, 19% in outdoor, 11% in radio, television and films and the remaining 10% in other media. It has 148 employes in five offices and ranks as one of the largest agencies in Germany.

Carl Gabler Werbegesellschaft, Munich, billed $7,083,500 in 1958, up sharply from the $5,992,500 billed in 1957. The agency added Canada Dry International, Joseph Brancroft & Sons (Minicare, Ban-Lon) and Hans Schwarzkopf. It has 385 employes in six offices and sees 1959 about the same as 1958.

Dr. Grupe & Co., Hamburg, billed $3,400,000 in 1958, compared with $2,500,000 in 1957. It added "several small accounts." The media breakdown was: outdoor 30%, magazines 30%, newspapers 27%, supplements 5%, radio 5%, business papers 2% and farm publications 1%. The agency has 160 employes in six offices.

Troost Werbeagentur, Dusseldorf, billed $5,120,000 in 1958, of which $1,070,000 represented capitalized fees. Comparable figures for 1957 were $3,145,000 and $1,000,000. The agency placed 77% of its billings in newspapers, magazines and business papers, 10% in outdoor, 9% in supplements and 4% in radio. It has 138 employes and expects a gain of 60% in volume in 1959.

GREECE

Hellenic Advertising, Athens, billed $390,000 in 1958, of which $40,000 represented capitalized fees. Comparable figures for 1957 were $323,500 and $28,550. The agency added Chesebrough-Pond's, BP marine lubricants and Helene Curtis cosmetics. The media breakdown was: newspapers 20%, magazines 20%, radio 26%, business papers 5% and other (including outdoor, point of sale and promotion) 29%. It has 43 employes and looks for a volume increase of 40% in 1959.

D.K. Leventis Advertising Agency, Athens, billed $560,000 in 1958. The agency added Berliner beer and Finos Films. It placed 60% of its billings in newspapers, 20% in magazines and 20% in radio. It reports 254 employes in eight offices and expects volume to be up 11% in 1959.

HONG KONG

Cathay, Hong Kong, one of the largest agencies in Southeast Asia, billed $1,722,276 in 1958, compared with $1,311,403 in 1957. The agency reports 165 employes in three offices and sees 1959 about the same as 1958.

INDIA

National Advertising Service Private, Bombay, billed 1,900,000 rupees in 1958—equivalent at current exchange rates to $380,000. It added Boots Pure Drug, Parke-Davis, Hindustan Syringes, Ishwar Industries and four smaller accounts during 1958; no important accounts were lost. Newspapers took 70% of the billings, films 20% and radio 10%. The agency has 53 employes in four offices and expects to increase its volume 10% in 1959.

IRELAND

Arrow Advertising Agency, Dublin, billed $183,200 in 1958, compared with $126,660 in 1957. The agency added the Department of Agriculture and National Savings as accounts; none was lost. It has 13 employes and sees 1959 about the same as 1958.

JAPAN

Dentsu Advertising, Tokyo, one of the world's largest advertising agencies, billed $101,297,545 in 1958, of which $36,497,640 represented capitalized fees. Comparable figures for 1957 were $88,649,670 and $30,703,245.

Dentsu services some 5,000 accounts and accounts for about 40% of the advertising done in Japan. It added a number of new accounts in 1958 but the major portion of its increased billings resulted from additional appropriations by existing clients. The media breakdown was newspapers 50%, radio 20%, television 17%, outdoor 7%, magazines 4% and other 2%. The agency has 2,402 employes in 24 offices and expects to increase its volume 25% in 1959.

Oriental Advertising Agency, Tokyo, billed $66,503 in 1958, of which $6,670 represented capitalized fees. Comparable figures for 1957 were $16,959 and $2,000. The media breakdown was magazines 50%, newspapers 30%, supplements 10% and cinema slides 10%. The agency has 16 employes in two offices and looks for a 100% gain in volume in 1959.

MEXICO

Noble Advertising, Mexico City, generally regarded as the largest advertising agency in Mexico, billed $4,000,000 in 1958, of which $1,140,000 represented capitalized fees. Comparable figures for 1957 were $3,316,800 and $1,000,000.

A Procter & Gamble agency, Noble added a number of new accounts during 1958: Lord's cigarets, Bourjois, Barbara Gould, Chanel, Orange Crush, Titan soft drinks, Super Anahist, Carnation Milk and Mohawk Rug. It dropped Canada Dry and Elizabeth Arden.

The media breakdown was radio 56%, television 14%, movie advertising 12%, newspapers 8%, magazines 5%, point of sale 3%, outdoor 1% and business papers 1%. The agency has 82 employes and looks for a volume increase of 27% in 1959.

NETHERLANDS

Nijgh & Van Ditmar, Rotterdam, reports that it is one of the seven leading agencies in the Netherlands, with annual billings around $2,600,000. Its volume went up in 1958 and it expects a further gain in 1959. It is a member of the Plan International group of agencies.

Smit's Reclame-advies en Servicebureau, Amsterdam, probably the largest agency in the Netherlands, billed $3,450,000 in 1958, compared with $3,240,000 in 1957. The agency has 106 employes.

NORWAY

Trygve Dalseg & Co., Oslo, billed $435,000 in 1958, compared with $340,000 in 1957. The agency added three accounts: A.S. De Forende Ullvarefabrikker D.F.U., Brodrene Dogloug and A/S Nidar Chokoladefabrik. The media breakdown was newspapers 65%, business papers 9%, magazines 8% and other 19%. The agency has 30 employes and looks for a volume gain of 20% in 1959.

PERU

Publicidad Lowder, Lima, billed $400,000 in 1958, compared with $500,000 in 1957. The agency added three accounts: Berkshire, Admiral and Longines. The media breakdown was newspapers 40%, radio 30%, cinema 10%, magazines 5%, outdoor 5% and 10% for other media, including business papers, transit advertising and point of sale. The agency has 32 employes and expects to increase its volume 10% in 1959.

PHILIPPINES

Philprom Inc., Manila, billed 3,449,695 pesos (approximately $1,000,000) in 1958, of which 842,004 pesos represented capitalized fees. Comparable figures for 1957 were 3,170,639 and 814,434 pesos. The agency added five accounts: Canada Dry Bottling Co., Sun Bros. Hosiery Mills, Industrial Finance Corp., Inter-Island Gas Service and United General Industries. The media breakdown was newspapers 55%, television and radio 21%, magazines 8%, outdoor 12%, point of sale 2%, business papers 1% and supplements and farm publications 1%. The agency has 67 employes and sees 1959 about the same as 1958.

SWEDEN

AB Svenska Telegrambyran, Stockholm, which claims to be Sweden's largest agency, billed $8,000,000 in 1958, compared with $7,000,000 in 1957. The agency has 400 employes in four offices and expects to increase volume in '59.

Allmanna Annonsbyran, Stockholm, billed $355,000 in 1958, compared with $282,000 in 1957. The agency added Coca-Cola, S&W and Chase & Sanborn during the year. It has 92 employes in two offices and sees 1959 about the same as 1958.

Ervaco Advertising, Stockholm, billed $4,865,000 in 1958, of which $1,425,000 represented capitalized fees. Comparable figures for 1957 were $4,280,000 and $1,450,000.

One of the largest agencies in Sweden, Ervaco accounts for about 10% of the combined volume of member agencies of the Swedish Assn. of Advertising Agencies. Ervaco is one of the few agencies in the world which publishes annually a financial report comparable to the annual reports of publicly-held companies. Its latest report, for the calendar year 1957, shows that the agency earned a net profit after taxes of $17,470 on its billings of $4,280,000. At the end of 1957 the agency had funds in excess of $175,000.

Ervaco services some 70 clients, among them: Brylcreem, Champion Spark Plug, Esso, S.C. Johnson, SAS, Volkswagen, Premier coffee, Royal Swedish Automobile Assn., Metro chain stores, the state liquor monopoly and the state tobacco monopoly.

Its media breakdown for 1958 was newspapers 61%, magazines 23%, business and farm publications 13%, outdoor 2% and other 1%. The agency has 172 employes in two offices and looks for a volume increase of 8% in 1959.

SWITZERLAND

Dr. Rudolf Farner Advertising, Zurich, billed $4,030,000 in 1958, of which $2,410,000 represented capitalized fees. Comparable figures for 1957 were $3,680,000 and $2,155,000. The agency added one major account at the end of the year—Nestle's Maggi soups. The media breakdown was magazines 35%, newspapers 20%, point of sale 19%, radio 10%, television 5%, outdoor 6% and other 5%. The agency has 75 employes and expects a 15% gain in 1959.

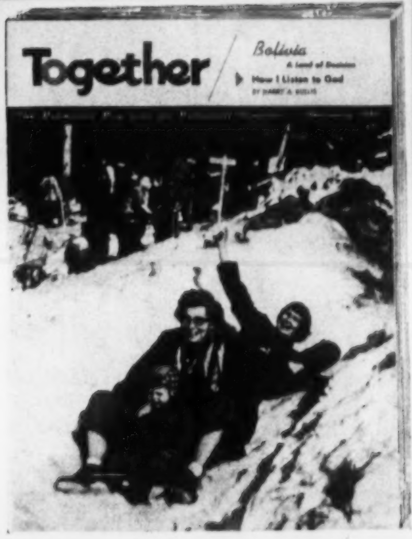
Addenda

Profiles of seven agencies that missed deadline are on Page 176.

This is **Together** . .

The colorful mid-month magazine devoted to family living.

... a selected audience of above-average Buyers



They buy products for family use:

81.1% own their own homes.
90.0% own one or more automobiles.
50.0% own power mowers.
32.9% own home freezers.

To get your copy of the new booklet, with data on "Together's Family Market" write:

Together magazine
Published by The Methodist Publishing House
740 N. RUSH STREET • CHICAGO 11, ILL.

READ BY OVER 900,000 CHURCH FAMILIES

February Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (January)

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Commonweal	21.6	14.2	—	—	9.072	5.954	—	—
†Cue	64.5	53.2	—	—	27.669	22.807	—	—
Down Beat	38.0	35.5	—	—	15.960	14.896	—	—
Grit	28.1	23.0	—	—	28.135	23.044	—	—
Life	181.6	188.2	—	—	123.500	128.008	—	—
Look	57.8	54.3	—	—	39.304	36.924	—	—
†New Yorker	310.3	251.3	—	—	133.110	107.826	—	—
Newsweek	177.5	171.2	—	—	74.550	71.904	—	—
Presbyterian Life	10.3	9.6	—	—	4.320	4.059	—	—
The Reporter	20.8	16.5	—	—	8.754	6.951	—	—
†Saturday Evening Post	171.3	154.0	—	—	116.471	104,733	—	—
†Saturday Review	109.6	84.8	—	—	46.033	35.636	—	—
‡Sporting News	14.5	22.4	—	—	15.690	24,310	—	—
§Sports Illustrated	84.5	80.0	—	—	36.213	34.282	—	—
Time	209.0	199.0	—	—	87.781	83.635	—	—
TV Guide	57.7	46.5	—	—	10.506	8.464	—	—
U.S. News & World Report	193.8	202.8	—	—	81.411	85.171	—	—
Total Group	1.750.9	1.606.5	—	—	858.479	798.614	—	—

† Five issues in January 1959; four issues in January 1958. ‡ Four issues in January 1959; five issues in January 1958. § Starting with January figures regional pages and linage are counted in full except where an ad has appeared in more than one regional edition; then the space is counted only once. Last year linage figures for regional space were given on a pro rata basis.

Women's

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
†Bride & Home	—	—	73.6	62.4	—	—	46.558	39.479
†Bride's Magazine	—	—	214.6	207.9	—	—	135.627	131.371
Good Housekeeping	78.7	85.0	133.3	142.7	33.763	36.443	57.182	61.220
Everywoman's Family Circle	44.0	35.8	67.8	56.8	18.876	15.358	29.086	24.367
Ladies' Home Journal	102.8	82.1	147.3	143.3	69.936	55.848	100.147	97.433
McCall's	69.2	68.6	108.1	104.5	47.049	46.616	73.516	71.064
‡Modern Bride	129.1	185.4	129.1	185.4	81.610	117.160	81.610	117.160
§Parents' Magazine	52.8	51.1	84.1	78.1	22.743	21.999	36.231	33.670
Seventeen	91.4	80.2	194.1	133.5	62.171	54.537	101.410	90.766
Western Family	17.1	15.9	32.2	29.2	7.184	6.696	13.529	12.298
Woman's Day	39.1	28.3	59.2	50.3	16.774	12.570	25.397	21.579
The Workbasket	61.1	52.3	97.7	85.9	11.979	10.262	19.169	16.845
Total Group	685.3	684.7	1.296.1	1.280.0	372.085	377.489	719.462	717.252

† Published quarterly in January, April, July and October. ‡ Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. § Includes Shopping Scout Section linage.

General

	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
American Artist	22.3	27.0	53.8	61.0	9.375	11.327	22.614	25.617
American Forests	10.4	14.6	23.4	29.9	4.368	6.132	9.828	12.572
American Legion	16.3	15.0	31.8	21.5	6.851	6.313	13.345	9.027
Argosy	24.0	22.0	42.0	38.0	10.277	9.390	17.906	16.271
Atlantic	50.8	32.8	78.9	60.9	21.346	13.769	33.173	25.596
Christian Herald	61.9	56.1	88.2	90.2	26.591	24.086	37.855	38.729
Columbia	12.2	8.9	25.1	16.4	5.104	3.723	10.562	6.899
Coronet	48.0	40.0	91.0	68.0	8.640	7.200	16.380	12.240
Cosmopolitan	24.4	22.9	45.9	40.8	10.452	9.824	19.685	17.493
Ebony	73.1	59.5	130.8	112.8	49.772	40.516	88.965	76.767
Elks Magazine	13.8	14.6	22.9	26.0	5.924	6.276	9.849	11.204
Esquire	54.8	43.0	129.2	101.3	37.306	29.248	76.086	68.795
Extension	17.2	18.3	28.7	31.9	11.835	12.516	19.575	22.006
Flying	53.8	44.5	96.8	83.5	22.592	18.677	40.664	35.057
Gourmet	30.8	31.9	48.3	52.1	13.199	13.691	20.708	22.353
Grade Teacher	37.6	41.5	56.0	60.8	16.565	18.283	24.737	26.834
Harper's Magazine	46.0	25.1	72.4	51.3	19.326	10.563	30.431	21.557
†Hi Fi Review	38.4	45.8	83.7	—	16.124	19.219	35.141	—
High Fidelity	80.5	68.2	146.5	136.7	33.810	28.665	66.530	57.435
Holiday	78.5	80.2	158.6	153.6	53.356	54.524	107.840	104.470
Hot Rod	31.1	24.3	54.6	40.0	13.076	10.192	22.946	16.786
Improvement Era	21.3	21.9	39.1	38.4	8.934	9.205	16.404	16.121
Instructor	27.7	42.3	52.5	68.4	18.594	28.951	35.902	46.788
Motor Boating	111.1	104.1	385.1	375.5	65.293	61.152	226.381	220.733
Motor Life	15.6	17.1	28.3	31.7	6.552	7.518	11.876	13.328
Motor Trend	18.7	17.5	45.7	39.0	7.814	7.350	17.908	16.394
National Geographic	43.0	37.4	64.0	64.4	10.234	8.895	15.232	15.321
Playboy	14.8	14.3	26.7	22.7	6.216	6.012	11.228	9.535
Popular Boating	141.0	103.7	173.1	130.0	62.199	45.745	76.346	57.330
Popular Photography	63.5	81.6	139.7	162.6	26.683	34.280	58.661	68.296
Promenade	15.0	15.0	30.9	36.7	6.435	6.462	13.262	15.760
Reader's Digest	81.0	45.0	115.5	72.0	14.742	8.190	21.021	13.104
Redbook	32.7	30.4	54.1	52.9	14.027	13.058	23.201	22.706
Rotarian	12.0	9.1	14.7	20.4	5.045	3.803	6.167	8.555
Sports Cars Illustrated	19.6	22.2	41.8	40.7	8.245	9.341	17.573	17.111
Today's Health	26.1	22.3	48.1	44.1	11.221	9.563	20.669	18.928
Together	15.4	9.9	31.0	19.1	6.640	4.260	15.555	8.214
Town & Country	57.2	77.5	92.2	124.2	36.132	49.008	58.238	78.550
True	21.9	26.4	42.9	39.5	9.387	11.341	18.404	16.945
V. F. W. Magazine	9.6	9.8	21.2	21.8	4.014	4.104	8.891	9.154
Yachting	93.4	86.0	333.7	318.9	54.919	50.568	196.216	187.513
Total Group	1.666.5	1.529.7	3.288.9	2.999.7	779.557	732.940	1.593.955	1.488.094

† Commenced publishing with the February 1958 issue.

Home

	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
American Home	59.3	61.7	82.3	96.6	37.446	39.005	52.013	61.049
Antiques	54.9	65.8	130.3	128.5	16.133	19.330	38.293	37.742
Better Homes & Gardens	81.5	100.4	131.5	148.1	51.514	63.480	83.082	93.593
Flower & Garden	40.5	35.1	72.5	68.2	17.002	14.764	30.461	28.671
Flower Grower	60.5	60.6	106.9	106.7	25.409	25.449	44.812	44.812
House & Garden	35.3	35.3	62.7	63.5	22.320	22.301	39.621	40.127
House Beautiful	66.6	55.3	104.9	91.5	42.124	34.962	66.310	57.820
Living for Young Homemakers	39.2	38.1	69.1	59.5	24.774	24.095	43.706	37.604
Popular Gardening	57.8	51.9	100.9	98.4	24.258	21.809	42.392	41.307
Sunset Magazine	89.2	94.0	149.5	158.9	37.468	39.487	62.800	66.768
Total Group	544.3	598.2	1.010.6	1.019.9	298.448	304.682	503.490	509.493

Fashion

	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Charm	63.1	55.5	99.8	97.7	27.089	23.803	42.846	41.910
Glamour	52.5	75.2	93.8	141.0	22.511	32.258	40.222	60.492
Harper's Bazaar	98.0	86.2	208.0	190.4	61.961	54.495	131.484	120.355
Mademoiselle	108.0	99.8	130.7	134.7	46.314	42.807	56.073	57.770
Vogue	195.2	179.0	280.3	287.5	123.349	113.109	177.126	181.705
Total Group	516.8	495.7	812.6	851.3	281.224	266.472	447.751	457.653

Movie-Romance-Radio

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
†Dell Modern Group:								
Modern Romances	38.3	33.6	38.3	33.6	16.434	14.428	16.434	14.428
Modern Screen	21.9	17.0	21.9	17.0	9.383	7.292	9.383	7.292
Screen Stories	20.3	15.1	20.3	15.1	8.683	6.497	8.683	6.497
Fawcett Women's Group:								
Motion Picture	17.4	12.7	26.7	22.1	7.448	5.463	11.466	9.490
True Confessions	29.5	21.2	44.7	33.0	12.671	9.102	19.197	14.144
†Hillman Romance Group	6.4	4.8	6.4	6.0	2.775	2.092	2.775	2.618
†Hillman Women's Group	22.6	22.2	22.6	38.8	9.720	9.525	9.720	16.674
Ideal Women's Group:								
Intimate Story	28.1	20.4	38.4	28.1	12.062	8.761	16.500	12.079
Movie Life	23.4	21.2	35.9	32.4	10.060	9.082	15.403	13.896
Movie Star Parade	23.5	21.2	35.9	32.4	10.082	9.082	15.405	13.896
Personal Romances	28.3	21.6	38.6	29.5	12.154	9.247	16.592	12.644
TV Star Parade	22.4	18.1	31.5	25.7	9.589	7.770	13.472	11.037
Secrets Romance Group:								
Revealing Romances	29.7	23.8	40.6	35.7	12.754	10.193	17.411	15.307
†Daring Romances	29.2	—	40.0	11.8	12.531	—	17.173	5.072
‡Confidential Confessions	29.2	23.8	—	—	12.531	10.227	—	—
Secrets	29.7	24.9	40.5	36.9	12.754	10.696	17.397	15.845
§Silver Screen	13.8	10.5	26.3	22.3	5.930	4.505	11.292	9.565
True Story Women's Group:								
Photoplay	32.0	25.4	47.6	40.0	13.741	10.903	20.429	17.137
True Experience	26.8	19.9	34.2	28.4	11.493	8.535	14.657	12.188
True Love	27.3	19.8	34.5	28.8	11.697	8.486	14.815	12.335
True Romance	27.7	20.1	35.2	28.6	11.869	8.631	15.087	12.253
True Story	67.2	57.2	94.4	86.1	28.828	24.558	40.506	36.915
TV-Radio Mirror	24.1	15.1	29.9	20.3	10.353	6.470	12.814	8.720
Total Group	618.8	469.6	784.4	652.6	265.542	201.545	336.611	345.751

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. † No January issues in 1958 or 1959. ‡ Beginning with the February issue Daring Romances and Confidential Confessions will be published monthly instead of bi-monthly. § Published bi-monthly; alternates with Screenland.

§Business (February)

	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Dun's Review & Modern Industry	82.7	71.0	143.3	126.3	34.744	29.837	60.186	53.052
Fortune	138.0	166.0	251.0	311.3	87.216	104.912	158.632	196.710
Nation's Business	49.8	34.4	91.3	73.9	20.905	14.919	38.341	31.853
Total Group	270.5	271.4	485.6	511.5	145.865	149.668	257.159	281.615

§ Because current month linage figures for several publications are not yet available this group is broken into a February section and a January section.

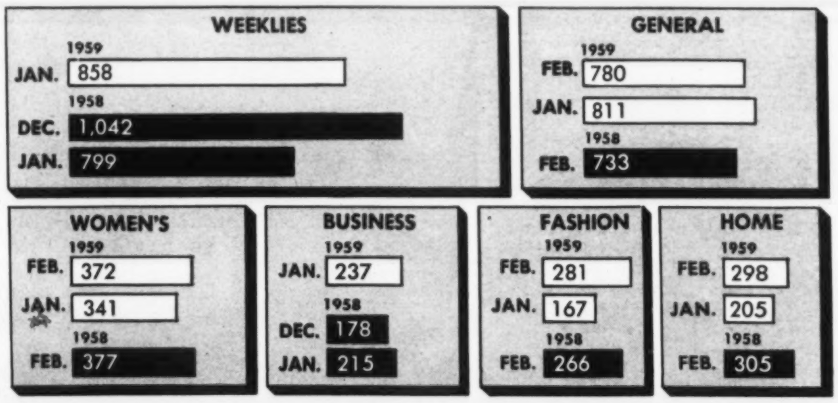
Business (January)

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Barron's	69.5	54.0	—	—	45.584	35.445	—	—
†Business Week	332.0	322.5	—	—	139.444	135.463	—	—
‡Financial World	58.8	51.9	—	—	24.693	21.811	—	—
Forbes	65.5	54.2	—	—	27.510	22.779	—	—
Total Group	525.8	482.6	—	—	237.231	215.498	—	—

† Five issues in January 1959; four issues in January 1958. ‡ Four issues in January 1959; five issues in January 1958.

Magazine Linage Trend

Figures in thousands



Farm Magazines

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Capper's Farmer (mon)	47.0	66.5	83.8	110.5	20.151	28.515	35.950	47.418
Farm & Ranch—Southern Agriculturist:								
♯Southeastern Edition (mon)	48.1	50.0	80.9	82.1	20.639	21.463	34.714	35.224
♯Southwestern Edition	41.5	52.3	72.3	83.1	17.810	22.458	30.999	35.661
Average 2 Editions	45.0	50.1	77.0	81.7	19.200	21.500	33.020	35.043
Farm Journal: (mon)								
♯Central Edition	105.2	95.8	158.8	155.5	45.139	41.106	68.132	66.696
♯Eastern Edition	86.9	83.0	141.6	137.3	37.273	35.598	60.764	58.899
♯Southern Edition	74.0	79.3	120.8	129.3	31.767	34.026	51.828	55.471
♯Western Edition	91.2	86.8	150.5	139.1	39.136	37.245	64.561	59.692
Average 4 Editions	89.3	86.2	142.9	140.3	38.329	36.994	61.322	60.190
Progressive Farmer: (mon)								
♯Carolina-Va. Edition	87.8	93.2	134.4	150.4	59.715	63.397	91.381	102.283
♯Ga.-Ala.-Fla. Edition	79.7	92.3	126.8	147.8	54.188	62.754	86.224	100.501
♯Ky.-Tenn.-W. Va. Edition	76.6	87.1	120.8	137.0	52.099	59.213	82.176	93.152
♯Miss.-La.-Ark. Edition	78.4	85.6	122.2	134.2	53.343	58.234	83.088	91.275
♯Texas Edition	79.1	89.4	124.9	141.2	53.816	60.788	84.910	96.049
Average 5 Editions	80.3	89.5	125.8	142.1	54.632	60.877	85.556	96.652
Successful Farming (mon)	78.9	77.2	134.8	124.3	35.485	34.729	60.662	55.932
Total Group	340.5	369.5	564.3	598.9	164.887	182.615	276.510	295.235

♯Not included in totals.

Youth

	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
American Girl	29.4	28.5	46.1	46.9	12.604	12.236	19.763	20.113
Boys' Life	34.9	33.0	53.2	50.2	23.730	22.443	36.212	34.119
Child Life	1.3	1.2	2.5	2.3	573	518	1.092	996
Scholastic Magazines	48.7	67.9	80.0	89.3	20.449	28.509	33.629	37.541
Scholastic Roto	5.9	7.4	11.3	11.7	5.180	6.442	9.934	10.178
Total Group	120.2	138.0	193.1	200.4	62.536	70.148	100.630	102.947

Mechanics & Science

	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Mechanix Illustrated	86.4	82.4	160.7	151.6	19.352	18.452	35.997	33.952
Popular Electronics	62.8	69.6	115.8	129.5	14.061	15.581	25.944	29.017
Popular Mechanics	127.7	136.7	255.3	246.6	28.601	30.627	57.180	55.244
Popular Science	125.6	131.8	231.9	238.7	28.136	29.512	51.938	53.459
†Science & Mechanics	—	—	116.0	106.0	—	—	26.059	23.745
Total Group	402.5	420.5	879.7	872.4	90.150	94.172	197.118	195.417

† Cumulative figures shown are for the combined January-February issue.

Outdoor & Sport

	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
American Rifleman	50.2	48.7	92.2	96.0	21.527	20.887	39.545	41.230
Field & Stream	72.5	71.9	114.0	115.7	31.092	30.838	48.907	49.619

(Continued on Page 176)

PARTICIPATION is a fact of LIFE

Part of participation is being in step with the times.

You can see that in people who participate; people who are actively aware of everything around them.

They are up to date. Participators are eager for the new. You cannot be out of date and participate.

That people who prize participation reach out for LIFE each week should not surprise you. LIFE has their spirit.

LIFE's is the ability to be a part of what is going on today. LIFE is aware of the immediate. For LIFE readers, LIFE is a weekly participant in their lives.

Participation is a fact of LIFE. One fact. One way to sum it up is to say that for more than 32 million active readers, LIFE is everything that is *new* and *now* and in the *present.*

That's why your advertising will perform well in LIFE's pages. Call your LIFE representative. He has all the facts of LIFE.

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Fur-Fish-Game	24.5	18.1	41.2	37.1	10,494	7,753	17,669	15,935
Guns	17.4	21.2	35.2	43.5	7,465	9,095	15,101	18,662
Outdoor Life	69.4	73.5	115.4	117.6	29,786	31,531	49,524	50,465
Sports Afield	66.5	61.4	104.5	98.5	28,525	26,354	44,838	42,250
Total Group	300.5	294.8	502.5	508.4	128,889	126,458	215,584	218,161

Detective & Fiction

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Cavalier	21.9	18.7	36.6	30.8	9,411	8,019	15,714	13,222
Dell Men's Group	17.6	14.3	26.6	22.6	7,562	6,156	11,413	9,703
Thrilling Fiction Group	8.4	14.3	19.6	25.7	1,872	3,201	4,396	5,750
Total Group	47.9	47.3	82.8	79.1	18,845	17,376	31,523	28,675

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
The American Weekly	35.8	59.3	73.6	115.3	30,416	50,386	62,509	97,964
Family Weekly	46.6	58.2	82.8	107.8	39,614	49,499	70,431	91,606
Parade	72.7	73.6	127.0	129.2	61,756	62,601	107,978	109,818
This Week Magazine	79.7	87.3	135.0	154.1	67,722	74,215	114,722	131,016
Total Group	234.8	278.4	418.4	506.4	199,508	236,701	355,640	430,404

Newspaper Sections (II) (January)

(All other newspaper sections and comics)

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Chicago Tribune Magazine	115.7	140.2	—	—	98,314	119,185	—	—
New York Times Magazine	179.3	178.0	—	—	152,435	151,287	—	—
Total Group	295.0	318.2	—	—	250,749	270,472	—	—

Comics Magazines

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
American Comics Group	7.0	7.0	14.0	14.0	2.646	2.646	5,292	5,292
†Archie Comic Group	—	—	7.0	6.0	—	—	2.646	2,268
†Harvey Comics Group	—	—	8.0	8.3	—	—	3,024	3,150
National Comics Group:								
Blue Unit	4.0	4.0	12.5	11.5	1.512	1.512	4.725	4,158
Red Unit	5.0	4.5	12.5	10.5	1.890	1,701	4,725	3,969
Total Group	16.0	15.5	54.0	50.3	6.048	5.859	20.412	18.837

† Published bi-monthly; cumulative figures shown are for combined January-February issue.

Canadian National Weekend Newspapers (Rotogravure Linage)

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
La Patrie	40.6	41.7	68.5	68.0	36,523	37,562	61,692	61,166
La Presse	73.6	36.3	127.8	61.7	66,244	32,709	113,394	55,595
Star Weekly	82.3	67.2	142.2	109.9	72,017	58,803	124,433	96,192
Weekend Magazine	97.6	74.0	176.3	126.1	95,189	72,133	171,974	122,969
Total Group	295.1	219.2	514.8	365.7	269,973	201,207	471,493	335,922

Canadian

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Canadian Homes & Gardens	26.3	21.4	42.9	41.1	17,860	14,559	29,154	27,914
Chatelaine	53.0	31.6	86.6	46.5	36,029	21,517	58,855	31,619
Maclean's	65.9	53.4	117.4	92.2	44,842	36,295	79,805	62,665
Liberty	26.3	22.3	42.4	44.8	11,272	9,599	18,090	19,251
Mayfair	48.3	36.1	68.0	58.6	32,878	24,531	46,272	39,867
Reader's Digest:								
English Edition	77.5	77.3	123.8	119.8	14,105	14,059	22,523	21,795
French Edition	80.3	80.0	129.5	127.0	14,606	14,400	23,569	23,114
Revue Moderne	23.9	16.8	31.9	27.6	16,271	11,435	21,699	18,766
Revue Populaire	16.5	13.8	22.3	21.0	11,595	9,696	15,661	14,718
Samedi	14.0	9.2	20.6	22.0	9,760	6,562	14,397	15,546
#†Saturday Night	29.6	23.0	—	—	12,414	9,681	—	—
#Time-Canadian	71.1	89.0	—	—	30,170	37,380	—	—
Total Group	432.0	361.9	685.4	600.6	209,218	162,653	230,025	275,255

Not included in totals as figures for the February issues were unavilable as this issue went to press and January figures are shown. † Three issues in January 1959; two issues in January 1958.

§Foreign (February)

	Pages				Lines			
	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958
Hablemos	6.6	12.1	12.9	15.9	5.502	10,164	10.836	13.356
Popular Mechanics:								
Popular Mekanik (Danish)	18.0	8.5	35.0	13.5	4,032	1.904	7.840	3,024
Mecanique Populaire (French)	23.3	23.5	45.6	47.2	5.219	5.264	10,214	10,584
Populare Mechanik (German)	3.5	4.5	7.3	10.3	784	1.008	1,635	2.296
Mecanica Popular (Spanish)	25.1	27.6	43.1	54.2	5,624	6,197	9.544	12,144
Popular Mekanik (Swedish)	7.0	7.0	16.0	16.0	1,568	1,568	3,584	3,584
Reader's Digest:								
Arabic	38.0	28.0	61.0	56.0	6.232	4,592	10,004	9.184
Argentine	36.0	39.0	61.0	68.0	6,552	7,098	11,102	12,376
Austrian	48.0	42.0	90.0	82.0	8,736	7,644	16,380	14,924
Australian	74.8	57.8	113.5	98.5	13,605	10,395	20,657	17,927
Belgian	36.0	33.5	63.0	60.5	6,300	5,863	11,025	10,588
British	58.5	57.0	107.5	104.5	10.881	10,602	19,995	19,437
Caribbean	46.5	62.0	79.5	107.0	8,463	11,284	14,469	19,474
Danish	32.3	41.8	55.8	69.8	5,483	7,098	9,478	11,858
Dutch	33.0	29.0	58.0	49.0	6,006	5,278	10,556	8,918
Finnish	19.0	16.0	31.0	25.0	3,534	2,976	5,766	4,650
French	66.5	73.0	141.5	141.0	11,638	12,776	24,763	24,675
French-Swiss	21.0	23.0	33.0	34.0	3,675	4,025	5,775	5,950
German	89.0	78.0	161.0	138.0	16,198	14,196	29,302	25,116
German-Swiss	24.0	25.5	40.5	39.5	4,368	4,590	7,371	7,189
Iberian	63.5	56.5	120.0	112.5	11.557	10,283	21,840	20,475
Indian	48.0	54.0	95.0	112.0	8,736	9.828	17,290	20,384
Italian	51.5	62.5	89.0	113.5	8,858	10,625	15,308	19,522
Japanese	36.5	33.5	75.5	74.0	6,132	5,628	12,684	12,432
Mexican	39.0	51.5	78.0	89.0	7,098	9,373	14,196	16,198
Overseas Military	39.0	40.0	69.0	72.0	7,098	7,280	12,558	13,104
New Zealand	30.0	31.0	52.5	59.5	5,460	8,154	9,555	10,829
Norwegian	39.5	34.0	54.5	48.0	6,715	5,780	9,265	8,160
Portuguese	72.0	59.0	127.0	126.0	12,600	10,325	22,225	22,050
South African	81.5	78.0	136.0	142.0	14,589	13,962	24,344	25,418
Southern Hemisphere	17.5	32.0	34.0	55.0	3,185	5,760	6,188	10,010
Swedish	34.5	34.0	54.0	53.0	6,417	6,392	10,044	9,858
Total Group	1,258.6	1,254.8	2,240.6	2,286.4	232,844	237,912	415,793	419,224

§ Because current month linage figures for several publications are not yet available this group is broken into a February section and a January section.

Foreign (January)

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Life International:								
International Edition	20.5	24.1	—	—	14,025	16,405	—	—
Spanish Edition	53.7	60.1	—	—	36,635	40,885	—	—
Newsweek:								
Pacific Edition	52.2	51.2	—	—	21,910	21,490	—	—
European Edition	49.8	51.3	—	—	20,930	21,525	—	—
Time International:								
Time-Atlantic	77.3	90.3	—	—	32,445	37,905	—	—
Time-Latin American	71.7	79.8	—	—	30,065	33,460	—	—
Time-Pacific	63.2	67.7	—	—	26,530	28,385	—	—
Vison:								
Visao (Portuguese)	122.3	84.5	—	—	51,380	35,490	—	—
Mexican Edition	21.0	8.3	—	—	8,820	3,500	—	—
Spanish Edition	80.2	52.6	—	—	33,670	22,085	—	—
Total Group	611.9	569.9	—	—	276,410	261,130	—	—

Simmons to ABC Films

Harry B. Simmons, formerly with ABC Radio in Chicago, has joined the sales staff of ABC Films, New York, tv film syndicator-producer. He will cover Ohio, Indiana and Kentucky.

'Pilot & Ledger' Boosts Grant

John T. Grant has been promoted from assistant to classified advertising manager of the *Virginian-Pilot & Ledger Star,* succeeding William S. Davis, who has retired.

PONTIAC, MICHIGAN
FIRST IN SALES PER HOUSEHOLD $7,559
among 10 top cities of Michigan

74 OUT OF 100 PRESS HOMES TAKE NO OTHER DAILY NEWSPAPER

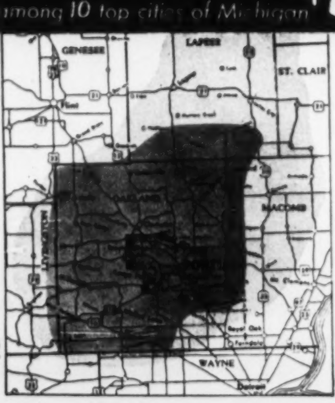
92% ABOVE U.S. AVERAGE

ABC NET PAID 58,467

Population 87,900
Households 24,550
Consumer Spendable Income $166,752,000
Income per Household ... 6,792
Total Retail Sales 185,565,000
(Source: 7-1-58 SRDS est. of Consumer Markets)

Sales per Household 7,559
Food Sales 41,184,000
Drug Sales 6,788,000
General Merchandise ... 30,410,000
Apparel 21,180,000
Home Furnishings 14,697,000
Automotive 29,786,000
Filling Stations 12,306,000

PONTIAC PRESS
PONTIAC • MICHIGAN
Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles



Agency Billings Addenda

The following profiles are of seven agencies that reported after deadline for the Agency Billings Section in this issue:

Fred H. Ebersold Inc., Chicago, billed $426,840 in 1958, including $252,167 in capitalized fees. In 1957 the agency billed $432,932, including $254,802 in capitalized fees. No accounts were reported as gained or lost last year. Billings were invested as follows: 6% in newspapers, 6% in magazines, 38% in business papers and 50% in catalogs and direct mail. The agency employs seven persons in one office and expects 1959 volume to be about the same as that of '58.

Galaxy Advertising, Beverly Hills, Cal., opened its doors Oct. 15, 1958 and billed $163,360 by the end of the year, including $53,360 in capitalized fees. The agency added Home Savings & Loan Assn. of Los Angeles and Gregory Highlands, land development company, in November, and United Savings & Loan Assn. of Inglewood in December. No accounts were lost. Media breakdown was: newspapers 50%, television 25%, radio 2%, outdoor 10%, point of sale 2% and business papers 1%. The agency has seven employes.

Kuswa, Green & Associates, Milwaukee, was established Nov. 15, 1958, and billed $45,000 by year's end. Biggest account on the roster is Manitowoc Equipment Works, manufacturer of home and farm freezers and freezer cabinets. Webster Kuswa is president of the new agency, J. M. Greene is exec vp and Willard Brandau is secretary-treasurer. The agency has seven employes and expects 1959 billings to be at least $600,000.

Ritter-Lieberman Inc., Allentown, Pa., billed $912,000 in 1958, including $292,000 in capitalized fees. In 1957 the agency billed $867,000, including $229,000 in capitalized fees. Ritter gained Saucony Shoe, Treadwell Engineering and Tubular Products last year. It reported no losses. Billings were invested: 20% in newspapers, 10% in magazines, 3% in supplements, 10% in radio, 5% in television, 10% in outdoor, 20% in business papers, 5% in farm publications, 3% in transit advertising, 5% in point of sale and 9% in other media. The agency employs 12 persons in one office. It expects a 20% increase in 1959 volume.

E. J. Scheaffer & Associates, Miami, billed $515,000 in 1958, including $355,000 in capitalized fees. In 1957, the agency billed $415,000, including $275,000 in capitalized fees. Scheaffer reported no gains or losses in accounts in 1958. The agency employs seven persons in one office. It expects a 20% increase in 1959 volume.

Harold S. Schwartz & Associates, Chicago, billed $600,000 in 1958, compared with $550,000 in 1957. The agency reported no account gains or losses. Billings were invested: 5% in newspapers, 5% in magazines and 90% in radio. The agency employs eight persons in two offices. It expects 1959 volume to be about the same as in 1958.

Herman J. Wibel Advertising, Contoocook, N. H., billed $95,575 in 1958. Wibel handles industrial accounts exclusively.

Ziv Television Sells Shows From Spain to Australia

Ziv Television reports that its sales abroad were up 42% in 1958, with sales including "Bat Masterson," "Harbor Command" and "Cisco Kid" in Venezuela; "Bat Masterson" and "Scott Island" in Puerto Rico; "Bat Masterson" and "Highway Patrol" in Mexico; "Eddie Cantor Comedy Theatre," "District Attorney" and "Favorite Story" in Japan; "Tombstone Territory" in Australia; "Cisco Kid" in England, and "Cisco Kid" "Favorite Story," "Science Fiction Theatre," "District Attorney," "Highway Patrol," "Dr. Christian," "Sea Hunt" and "Man Called X" in Spain.

Chesebrough Sells Sofskin

Chesebrough-Pond's, New York, has sold its Sofskin line to a new company, Sofskin Inc., headquartered at 595 Madison Ave., New York. Alfred Roberts, formerly with Block Drug Co. and Revlon Inc., is president. George S. Carroll, formerly national sales manager of Helena Rubinstein Inc., is vp in charge of sales. The company makes the Sofskin and Moisture Magic line of hand creams. Sales agents for an expanded supermarket drive have been appointed. The original Sofskin Co. was purchased in 1949 by Vick Chemical Co. and sold recently to Chesebrough.

Mid-America Ownership Shifts

N. E. Paton Jr., partner in Mid-America Spot Sales, Kansas City radio station representative, has sold his interest to Ralph E. Meader, who takes over active management. Mr. Paton says he found it necessary to devote more time to N. E. Paton Jr. Associates, public relations consultant.

PAMPERED—*San Francisco is the locale of this Orient & Pacific Lines ad running in Atlantic Monthly, Harper's Magazine, The New Yorker, Saturday Review of Literature and Sunset Magazine. Ogilvy, Benson & Mather, New York, is the agency.*

Use Ad Skills to Push Love, Empathy, Altschuler Suggests

New Haven, Feb. 18—America would do well to apply its advertising brains to promoting love and understanding, David A. Altschuler, chairman of the West Haven Redevelopment Agency, commented when he was presented with the Man of the Year Award by the West Haven Chamber of Commerce.

He added, in a similar vein:

"Whatever it is that makes a person think and act as he does, it is more important that one try to think fairly and say what he thinks with sincerity of expressions, and without fear—be he an expert or an average citizen.

■ "If only we could use the brains of the Madison Ave. advertising agencies, who can convince women that My Sin perfume will make them breathlessly enchanting, and who, in their brilliance of salesmanship, have sold products to alltime industry records," he said, "and borrow these brilliant minds and vocal artists to inoculate human beings with true love and understanding for their fellow men, then we would be able to equalize our commercial success with cultural advancement.

"It was this group of advertising experts who, for more sales, conceived the 'trip to Bermuda' prize for salesmen who produced the higher sales records.

"Upon further study they found that married men's time was siphoned off too much by the demands of their wives. So they made a simple switch. They sent salesmen's wives to Bermuda for the month's prize. Freed from their wives, the salesmen devoted more time to their work. The results—more sales, more sunburned wives and pale husbands," he said.

■ "Years ago, the empires of old failed to hold their world leadership because they failed to realize the essential factors of why we are here on earth, to make each generation more human and more understanding toward all people.

"I really think we are reaching too far too fast—accomplishing too much financially and not enough culturally. We are constantly stumbling and destroying ourselves in the mad race toward a goal we do not fully comprehend," he said.

James Burton in New Post

James Burton, formerly an executive producer at NBC, has joined Ogilvy, Benson & Mather, New York, as a radio-tv commercial producer.

KMTV Promotes Three

KMTV, Omaha, has promoted Amos Eastridge from promotion manager to merchandising manager. The station also named Bill Hughes, a member of the local sales staff, national sales and service representative, and has promoted Galen Lillethorup from continuity writer to promotion manager.

Gohring to Popular Mechanics

William Gohring, formerly eastern manager of Meredith Publishing Co.'s book and promotion division, has joined Popular Mechanics Co. as general manager of its book division—Popular Mechanics Press. He also heads the company's Windsor Press division.

Wines Joins Wines & DeWitt

E. DeWitt Wines has been appointed copy chief and director of research of Wines & DeWitt Advertising, Detroit. Mr. Wines, a former newspaper reporter, English instructor and free-lance writer, is the brother of James P. Wines, president of the agency.

KMSO-TV Names Forjoe

KMSO-TV, Missoula, Mont., has appointed Forjoe-TV its national representative, replacing Gill-Perna.

Lupton Adds General Strapping

General Strapping Corp., New York, has appointed John Mather Lupton Co., New York, to handle its advertising and public relations.

Fretz Joins Ritchie Agency

Mrs. Barbara H. Fretz, former sales promotion manager in the Houston area for the Corrulux division of Libby-Owens-Ford Glass Fiber Co., has joined the Ritchie Advertising Agency, Houston, as creative director.

Avalon Hill Names Emery

Avalon Hill Co., Baltimore, manufacturer of adult games, has appointed Emery Advertising Corp., Baltimore, as its advertising and sales promotion agency.

Taplinger Promoted to VP

Sylvan Taplinger, head of the radio-tv department at Doner & Peck, New York, has been named a vp of the agency.

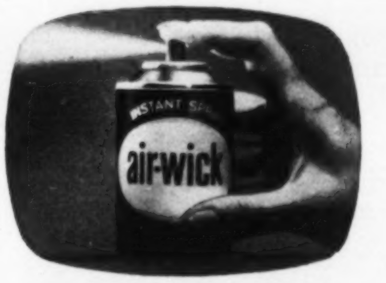
Filmack Names Haeger

Phyllis Haeger, formerly public relations director of Byrne Marcellus Co., Chicago, has been named director of the new promotion department of Filmack Trailer Co., Chicago.

First-Class Male!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

METALLIC
EXCELON
by Armstrong

Pepsodent
cleans your teeth
more effectively,
polishes more protectively
than any other leading
toothpaste.



The only video tape in

PHILCO
Predicta

FILTER TIP
Hit Parade
KING SIZE

telecasting use today is

Lady Sheaffer

Betty Crocker
INSTANT
Frosting Mix

2 for 99¢
Rexall
Shaving Cream
Rexall
Shaving Cream

"SCOTCH" BRAND Video Tape

Only "Scotch" Brand has the treasury of research experience, the technical skills and the precise manufacturing facilities to deliver a magnetic tape of consistent quality that meets the critical demands of video recording.

Today, more and more advertisers, agencies and TV film producers are turning to "Scotch" Brand Video Tape for their commercial announcements—often with substantial production savings. (Examples are shown above.) Its quality is surprisingly superb. Video tape inserts or full length commercials are undetectable from "live" telecasts on home receivers.

Not so surprising, when you think of it, is that the first and only successful video recording tape comes from "Scotch" Brand, pioneers of magnetic tapes for sound recording and instrumentation as well.

SCOTCH
Magnetic
VR tape

"SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M CO., ST. PAUL 6, MINN. EXPORT: 99 PARK AVE., NEW YORK 16. CANADA: LONDON, ONTARIO.

Minnesota Mining and Manufacturing Company
. . . where research is the key to tomorrow
3M COMPANY

PHOTO REVIEW OF THE WEEK

Bronner **Sturgis** **Thomas** **Kuyk**

BONSPIEL VICTORS—*Here's the New York Caledonian Curling Club—Fred Bronner, promotion supervisor, McCall's; Bill Sturgis, ad sales representative, Life; J. Watson Thomas, Dunham-Bush; and Don Kuyk, eastern ad manager, Television Age—winner of the Griffith Medal in the Douglas-Griffith bonspiel and the New York Caledonian Medal in the Cuthbertson Memorial bonspiel.*

Naegele **Rogers** **Claggett** **Burkhart**

HEAD MEN—*Charles E. Claggett, president, and William J. Rogers, vp, Gardner Advertising Co., St. Louis, were among the speakers at a sales and management conference held by Naegele Outdoor Advertising Co. in St. Louis. Shown with the speakers are Robert O. Naegele, chairman, and Charles B. Burkhart, exec vp in charge of operations, both of Naegele.*

AsK for KATHY
CALL EX.7-8270
GREAT
IONS - 1959

COME - ON—*This composite photo shows Kathleen Florness — the Kathy of the roof-top bulletin —as she catches one of her phone calls. It was all designed to promote "Great Decisions — 1959," a foreign policy discussion series sponsored by the San Francisco Junior Chamber of Commerce, the Chronicle, KPIX-TV and the Foreign Policy Assn.*

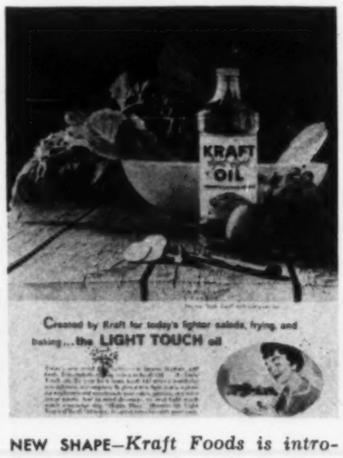
MINNEAPOLIS
L.A.
Houston
Chicago
Jacksonville
Newark
Boston
New York

Ludcke **Witt** **Mayer** **Drake** **Humphrey** **Pershall** **McClinton**

BANNER BEARERS—*Top executives from Reach, McClinton's five field offices and two affiliates meet for the first time since the Reach agency merged with J. R. Pershall Co. and H. B. Humphrey, Alley & Richards. Bearing banners for their various cities are George O. Ludcke Jr., Harry Witt, Don Mayer, Sam Drake, president of the Drake Agency, R/M affiliate in Houston, Richard S. Humphrey, J. R. Pershall and H. L. McClinton, president of Reach, McClinton. Not pictured is Milton E. Bacon, president, Bacon, Hartman & Vollbrecht, Jacksonville, Fla., affiliate of Reach, McClinton.*

Willis **Van Sant** **Johnston** **Muller** **Petersen**

NEWSPAPER PLUM—*Pictured here following an announcement that Carnation Co. is shifting ad emphasis to newspapers are Paul Willis, vp and general ad manager, and L. R. Johnston, ad manager, Albers cereal division, both of Carnation; Lou Petersen, vp and account group head, and Bill Muller, account executive, both of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, and L. S. Van Sant, Pacific Coast manager of the ANPA Bureau of Advertising. Carnation says it plans to spend 39% of its 1959 budget in newspapers.*



KRAFT
OIL
Created by Kraft for today's lighter salads, frying, and baking...the LIGHT TOUCH oil

NEW SHAPE—*Kraft Foods is introducing a new package for its Kraft oil with this ad in Better Homes & Gardens and Ladies' Home Journal in March. Needham, Louis & Brorby, Chicago, is the agency.*

Jotcham **Vezina** **Crump**

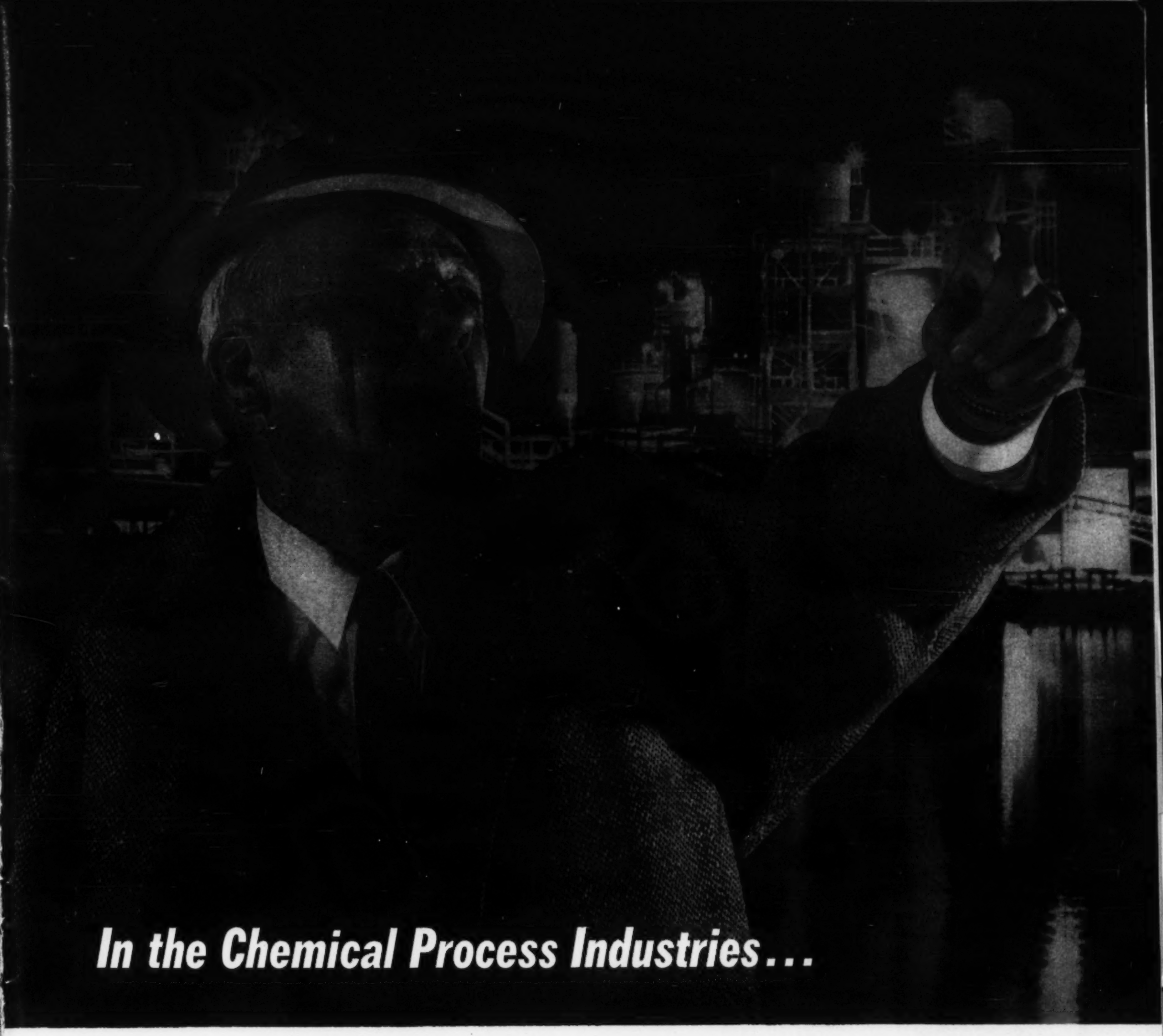
LIFER—*Leo W. Vezina, recently retired president and general manager of H. Corby Distillery Ltd., receives honorary life membership in Advertising & Sales Executives Club of Montreal, from Dennis T. Jotcham, vp and manager of Foster Advertising and former head of the club. Applauding is M.R. Crump, president of Canadian Pacific Railways. Mr. Vezina was cited for his contributions "to Canadian-American relations at the sales and merchandising level."*

Feldman **Jensen** **Spaeth** **Sanders**

OPERATORS—*Heading up an agency group cooperating in a Chicago drive to aid Junior Achievement are Robert S. Spaeth, Leo Burnett Co., chairman; Burton Feldman, Gordon Best Co.; Harold Jensen, Tatham-Laird, and C. W. Sanders, McCann-Erickson, co-chairmen. Other co-chairmen not present are Robert Trump, Foote, Cone & Belding, and John D. Kenner, Clinton E. Frank Inc. The over-all goal of the Chicago "Operation Broadbase" is to raise $446,000 to aid the achievement project.*

ADS
MISS ADWE

QUEEN—*Ruth Slater was chosen by the Chicago alumni chapter of Alpha Delta Sigma to reign as its queen during Advertising Week.*


In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

Whether he's Plant Manager, Research Director, or headquarters VP . . . whether he's engineering, chemistry or business trained . . . if he's a *management man,* he has a significant "say-so" in the purchase of your product. Because CPI-Management—*department heads and above*—have sole responsibility for increasing profits. And they're doing it today—lowering costs and upping "net" —with more efficient equipment, materials and services. This is the reason why smart sellers are directing their first, most fundamental sales effort to these men who speak the big "Yes" or "No" in CPI buying transactions.

This, in turn, is why more '59 advertisers are using Chemical Week . . . it's edited for and preferred by CPI-Management—*industry-wide, both technical and non-technical.* Ask your CW man to prove it . . . from the new *"29 Company Buying Influence & Magazine Preference Study".* Ask him, too, for complete facts on Chemical Week's over-40,000, all-paid "class" audience . . . its 28 full-time editors . . . and the more than 600 advertisers who place more display pages here than in any other CPI weekly. You'll see . . . your basic job's to sell CPI-Management . . . *right here in* Chemical Week!

and you can sell him in . . .

A McGRAW-HILL PUBLICATION

Chemical Week

California Wine!

FISHING – *Sherry Daugherty plugs the Wine Advisory Board's lenten promotion featuring the dual role of wine—in and with fish dishes. Magazines, newspapers, radio and tv will be used in the current campaign.*

FTC Signs Consent Decree Against Jantzen Inc.

The Federal Trade Commission has approved a consent order which prohibits Jantzen Inc., Portland, Ore., from paying discriminatory advertising allowance to its customers. The FTC charged in a complaint last year that Jantzen customers were not given proportionally equal allowances to help pay for newspaper advertising of the company's summer wear and sweater lines.

January Sales of Chain Stores

	January 1959	1958	% Gain or Loss	1959	1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
[a]American Stores	$67,601,310	$65,203,453	+ 3.7	$725,385,190	$687,630,517	+ 5.5
Beck Shoe	4,284,065	4,275,172	+ 0.2	—	—	—
[b]Bond Stores	6,596,819	6,213,765	+ 6.2	48,839,354	48,803,974	+ 0.1
Butler Bros.	12,879,293	11,646,109	+10.6	—	—	—
[b]Diana Stores	2,083,639	1,696,790	+22.8	21,040,187	19,399,118	+ 8.5
Edison Bros.	6,860,819	5,742,846	+19.5	—	—	—
[c]Franklin Stores	2,562,334	2,190,080	+17.0	26,609,686	24,481,918	+ 8.7
Gamble-Skogmo Stores	9,156,974	7,970,341	+14.9	—	—	—
Grant, W. T.	23,186,569	20,615,047	+12.5	—	—	—
[b]Grayson-Robinson Stores	2,930,323	2,030,898	+44.3	29,186,288	22,858,387	+27.7
[d]Green, H. L.	8,299,545	7,550,900	+ 9.9	133,734,002	131,350,137	+ 1.8
Hartfield Stores	1,330,390	1,100,085	+20.9	21,683,293	20,723,862	+ 4.6
[d]Howard Stores	1,879,553	1,864,551	+ 0.8	—	—	—
[d]Interstate Dept. Stores	3,690,412	3,915,502	— 5.7	65,671,062	66,653,451	— 1.5
Kinney, G. R.	3,856,000	3,234,000	+19.2	—	—	—
Kresge, S. S.	23,700,206	22,024,924	+ 7.6	—	—	—
Kress, S. H.	10,640,545	9,541,944	+11.5	—	—	—
Lane Bryant Inc.	4,827,670	4,580,417	+ 5.4	—	—	—
[d]Lerner Stores	10,784,676	10,062,756	+ 7.2	179,009,202	179,256,896	— 0.1
[d]Mangle Stores	1,653,080	1,451,719	+13.9	42,265,991	39,080,484	+ 8.2
McCrory	6,799,714	6,692,934	+ 1.6	—	—	—
McLellan Stores	3,683,448	3,549,928	+ 3.8	—	—	—
Melville Stores	7,842,466	7,179,850	+ 9.2	—	—	—
[d]Mercantile Stores Inc.	10,496,000	10,058,000	+ 4.4	157,904,000	153,987,000	+ 2.5
[b]Miller-Wohl Co.	2,152,838	1,834,396	+17.4	22,127,319	21,170,234	+ 4.5
Murphy, G. C.	12,683,587	11,527,238	+10.0	—	—	—
National Shirt Shops	1,084,342	1,006,066	+ 7.8	—	—	—
Neisner Bros.	3,856,682	3,795,242	+ 1.6	—	—	—
Newberry, J. J.	12,888,470	11,836,065	+ 8.9	—	—	—
Penney, J. C.	84,365,611	80,193,663	+ 5.2	—	—	—
Rose's Stores	1,731,434	1,294,797	+33.7	—	—	—
Shoe Corp. of America	5,964,693	5,768,926	+ 3.4	—	—	—
[e]Sterchi Bros.	1,092,774	970,631	+12.6	15,924,316	17,106,107	— 6.9
Western Auto	15,949,000	13,082,000	+21.9	—	—	—
White Stores	3,307,879	2,605,202	+27.0	—	—	—
Woolworth, F. W.	53,144,821	59,596,530	—10.8	—	—	—
Group Total	$435,848,031	0 413,902,766	+ 5.3	$1,489,379,890	$1,432,502,085	+ 4.0
FOOD CHAINS						
Colonial Stores	32,915,631	33,748,652	— 2.5	—	—	—
[f]Grand Union	44,492,700	34,664,724	+28.4	452,250,523	384,753,745	+17.5
Jewel Tea	35,379,247	32,909,289	+ 7.5	—	—	—
Kroger Co.	142,203,780	135,182,370	+ 5.2	—	—	—
National Tea	61,472,332	57,764,202	+ 6.4	—	—	—
Group Total	$316,463,690	$294,269,237	+ 7.5	$452,250,523	$384,753,745	+17.5
MAIL ORDER						
[d]Sears, Roebuck	271,008,882	236,559,618	+14.6	3,937,433,871	3,795,526,121	+ 3.7
Spiegel	7,525,889	5,912,103	—27.3	—	—	—
[d]Montgomery Ward	#‡52,700,000	—	—	1,092,500,000	—	—
[d]Montgomery Ward	†59,300,000	60,200,000	— 1.5	1,099,100,000	1,073,800,000	+ 2.4
Group Total	$337,834,711	$302,671,721	+11.6	$5,036,533,871	$4,869,326,121	+ 3.4

†These Montgomery Ward figures cover January and the 12-month period based on the former fiscal year setup at Ward. Starting in January 1959 Ward changed its fiscal year setup; these new figures are in the row marked with an ‡. #Not included in totals.

	January 1959	1958	% Gain or Loss	1959	1958	% Gain or Loss
DRUG CHAINS						
Peoples	6,557,292	5,548,454	+18.2	—	—	—
Walgreen	21,600,554	19,805,039	+ 9.1	—	—	—
Group Total	$28,157,846	$25,353,493	+11.1	—	—	—
Combined Total	$1,118,304,278	$1,036,197,217	+ 7.9	$6,978,164,284	$6,686,581,951	+ 4.4

[a] Four weeks Jan. 24; 43 weeks Jan. 24. [b] Six-month period. [c] Seven-month period. [d] 12-month period. [e] 11-month period. [f] Four weeks Jan. 24; 47 weeks Jan. 24.

Ross, Flink Appoints Two

Marlin B. Kreighbaum and William C. Harkins have been named vps of Ross, Flink & Livengood, Peoria, Ill. Mr. Kreighbaum, who joined the agency in 1955 as copywriter, will direct copy and media operations in his new post. Mr. Harkins joined Ross, Flink in 1954 and was named an art director in 1956. In his new position he will supervise art and production activities.

David Sullivan Reopens

David J. Sullivan is reopening his business as a Negro market consultant in New York. Mr. Sullivan, who started the Negro Market Organization in 1943, will be located in his original quarters at 545 Fifth Ave. He said his new marketing and public relations facility will provide clients with service in "selected primary Negro areas" throughout the country.

Church Book Changes Name

Protestant Church Administration & Equipment has changed its name, effective with the May issue, to *Protestant Church Building*. The quarterly, formerly issued as a supplement to *Christian Herald*, will now be issued separately. John R. Dorscher, vp of the Christian Herald Assn., New York, publisher of the magazines, will be in charge of advertising for the renamed quarterly.

Nodland Joins Sonic Arts

Jory V. Nodland has been named vp and director of sales of Sonic Arts Inc., Chicago, and exec vp of the laboratories of Robert Oakes Jordan & Associates, Highland Park, Ill. Sonic Arts is the sales and production organization for the Jordan laboratory. Mr. Nodland previously was a sales executive in the spot tv sales division of NBC, Chicago.

I. Magnin Sets Italian Push

The I. Magnin stores, San Francisco and Seattle, have scheduled a multi-page color section in the May *Harper's Bazaar*, promoting "Things Italian." The ads will revolve around fashions from the top Italian designers, but will also include gourmet foods, home furnishings and autos. Johnstone Inc., New York, is the agency.

Jean Walker Joins Tobias

Jean M. Walker, formerly an account executive with West-Marquis Inc., Los Angeles, has joined Tobias & Co., Charleston, S.C., as chief of the copy department,

Buffalo Ad Club Elects

Ivan LeVine, of the Outdoor Store, has been elected president of the Greater Buffalo Advertising Club, Buffalo, N.Y. Other new officers are Louis I. Kayhart, F. E. Seymour Inc., 1st vp; Henry H. Harper, Shields & Co., 2nd vp; James N. Coffas, Signs by Coffas, treasurer, and Patrick M. Ritz, Carbonic Dispenser Inc., secretary.

Publisher Names Blunt

Simmons-Boardman Publishing Corp., New York, has named Harry M. Blunt manager of its railway publications, including *Railway Age*, for the central district, with headquarters in Cleveland. He formerly was a district representative.

ARF Sets Sept. 25 Meeting

The Advertising Research Foundation will hold its fifth annual conference on Friday, Sept. 25, in the Waldorf-Astoria, New York. Richard F. Casey, research vp, Benton & Bowles, is program chairman.

CHARLESTON, S. C.

South Carolina's **LARGEST** METROPOLITAN AREA

South Carolina's **LARGEST** CONSUMER SPENDABLE INCOME

South Carolina's **LARGEST** WHISKEY MARKET

South Carolina's **LARGEST** DRUG MARKET

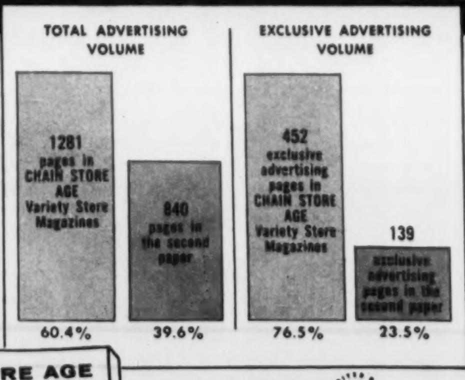
Charleston County leads the state . . . and we're the only newspapers serving and *selling* all of this huge market!

Charleston EVENING POST NEWS and COURIER

Represented Nationally by THE JOHN BUDD COMPANY

In 1958 . . . over 1/3 MORE ADVERTISING PAGES *than the second paper* . . *and* MORE THAN 3 TIMES as many Exclusive ad pages

—that's the dollars-and-cents measure of *advertiser preference* for CHAIN STORE AGE *Variety Store* Magazines: the Executives Edition and the Store Managers Edition – an advertiser preference that holds true not only for the market as a whole . . . but in major variety store departments such as Housewares, Toys, Apparel, Toiletries and Notions.



CHAIN STORE AGE Variety Store Magazines are *first* with advertisers because for 34 years they have been first with chain variety store men —proved so as the only *paid-circulation*, ABC-audited magazines in the field and by their consistently *high renewal rate* – currently 82.94%. Write for sample copy and detailed market and circulation information.

TWO BOOKS ONE RATE ONE PLATE

CHAIN STORE AGE VARIETY STORE EXECUTIVES EDITION

CHAIN STORE AGE VARIETY STORE MANAGERS EDITION

Total Distribution 23,850 ABC Publisher's statement, 6-30-58

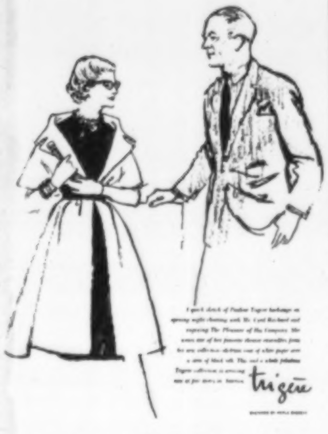
2 Park Avenue, New York 16, N.Y.
Boston • Chicago • Los Angeles

The only variety store magazines chain store men BUY

the number ONE magazines in your number ONE drug store market! CHAIN STORE AGE drug magazines

Executives and Managers Editions
2 Park Avenue, New York 16, N.Y.

ABC ABP



QUICK SKETCH—*This seven-column ad in the March 1 Herald Tribune is part of the new Celebrity Series promoting designs by Pauline Trigere. The pencil sketch shows Miss Trigere "chatting with Mr. Cyril Ritchard."*

Trigere Uses Big Units in Dailies for Fashion Ads

NEW YORK, Feb. 17—Pauline Trigere, fashion designer, is exploring several new approaches to fashion advertising in her new spring campaign.

One "distinct departure" is the use of large-space ads in the news sections of the Sunday issues of the *New York Times* and *Herald Tribune*, in addition to the traditional fashion media. Through the news sections, the company hopes to reach a "different and larger audience," and also to attract attention through the use of media not customary for a high fashion advertiser.

The designer herself posed for the artwork in the campaign, and in each ad she is shown "chatting" with a celebrity. So far the celebrities are Joseph Cotten, Elaine Stritch, Cyril Ritchard and Henri Soule. In forthcoming ads, the company hopes to feature Mary Astor, Rock Hudson, Gwen Verdon and Carol Channing.

▪ Instead of showing the clothes in careful detail—as is often an advertiser's wont—the illustrations are quick pencil sketches by Merle Bassett, with little detail and no background.

The agency, Jane Trahey Associates, said it chose to use Miss Trigere as the model in the ads—rather than a regular fashion model—because "we're tired of mannequins with sunken cheeks and withered hips." Also, the agency says, Miss Trigere is the perfect prototype of the "chic, well-dressed women who wear Trigere designs."

The spring campaign consists of seven-column ads in the *New York Times* and *Tribune*, plus pages in *Harper's Bazaar* and *The New Yorker*. The ads are also being bound into a booklet to be mailed out to stores. #

Merritt Adds Two Accounts

Soft Ice Cream Corp. of America, manufacturer of frozen dessert dispensing equipment, and operator of the Peter Plenty soft ice cream mobile fleet, and Kalbe Co., manufacturer of watch straps and bands, both of New York, have appointed Merritt Advertising, New York, to handle their advertising and public relations.

Segal Joins WHEB

Harold H. Segal, formerly with WORL, Boston, has been appointed general manager of WHEB, Portsmouth, N. H.

Music Makers Expands

Music Makers, New York, jingle producer, has augmented its staff with the addition of three new sales representatives. They are Edith Lawless, previously with Trans Continental Airlines Agency Corp.; Robert Warnicke, formerly an independent magazine representative, and Jack Russell, a Chicago talent agent, who will represent Music Makers in Chicago. The jingle maker also is expanding its offices at 45 W. 45th St.

Fleischmann Moves to Compton

Fleischmann Distilling Co. has moved its bourbon brands (Churchill Bonded, Churchill 88, Old Medley and Olde Heirloom) from L. H. Hartman Co. to Compton Advertising, New York. The company recently moved its Black & White scotch whisky from Hartman to Compton (AA, Jan. 19).

Trendex TV Ratings

Feb. 1-7, 1959

Rank	Program	Rating*
1	Loretta Young (Procter & Gamble, NBC)	33.6
2	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	32.6
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	32.3
4	Wagon Train (Ford, National Biscuit Co., NBC)	31.9
5	Maverick (Kaiser, Drackett, ABC)	31.3
6	Perry Como Show (Several sponsors, NBC)	31.2
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	29.5
8	Danny Thomas Show (General Foods, CBS)	29.0
9	I've Got A Secret (R. J. Reynolds, CBS)	27.9
10	This Is Your Life (Procter & Gamble, NBC)	27.8

* Ratings are based on one "live" broadcast during the week of Feb. 1-7, 1959.

Syd Rubin Opens Office

Syd Rubin, who formerly headed the merchandising and licensing operation of CBS, has opened his own licensing company, Syd Rubin Enterprises, at 405 Park Ave., New York. He plans to handle the merchandising of tv shows, stage shows, motion pictures, personalities and books.

Cleaning Account to Goldman

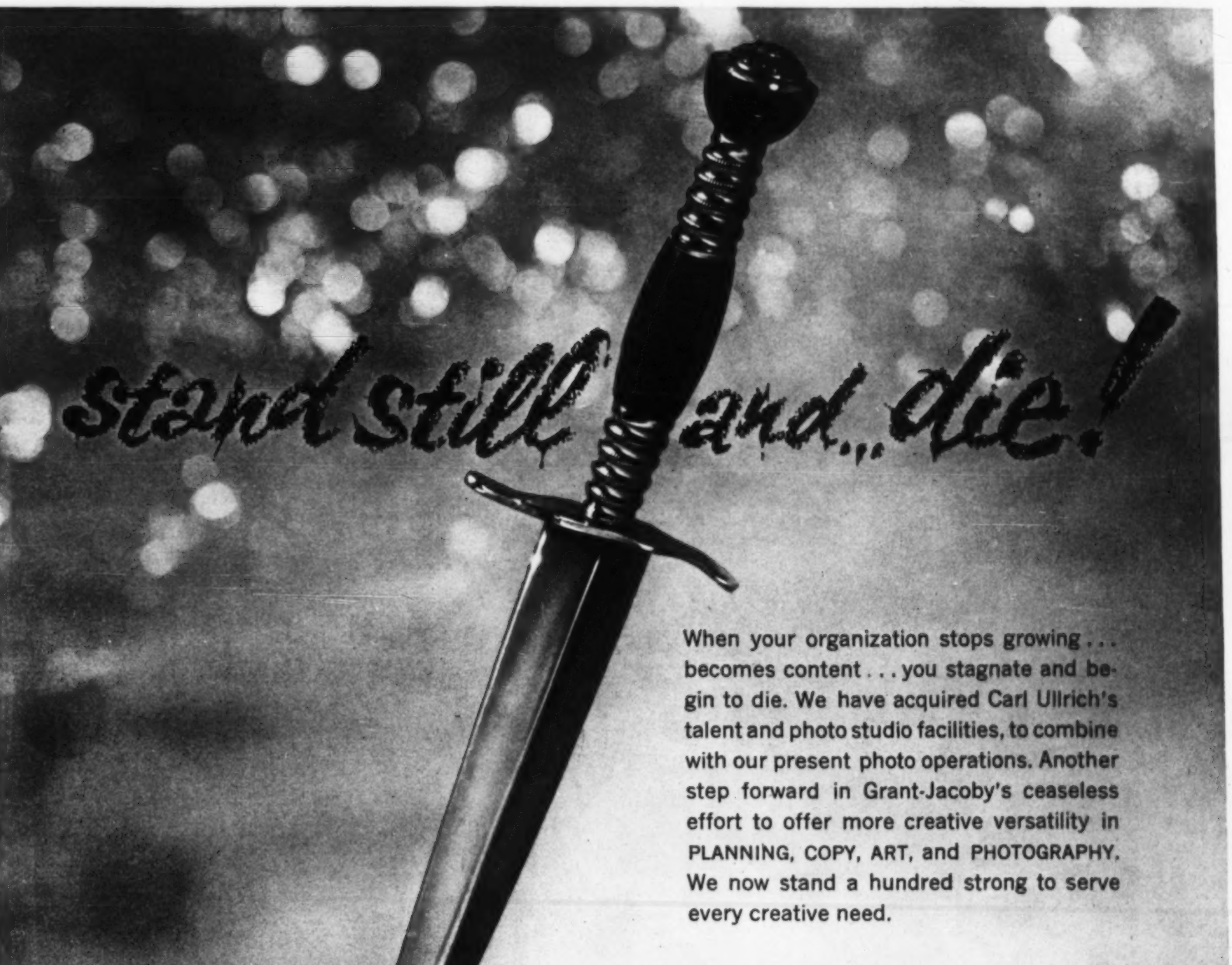
Eastern Overall Cleaning Co. of Maryland, Baltimore, has named I. A. Goldman Co., Baltimore, as its agency. Eastern offers commercial and industrial uniform rental service.

Which Makes a Better
Prize for a Contest—
CASH OR MERCHANDISE?

Cash always has appeal but merchandise, properly used, can be more effective. The choice depends upon the specific contest itself. An experienced contest organization can be of great help in the decision. There is no obligation in consulting our Contest Division.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING

250 Fourth Ave., N.Y. 3 • OR 7-4600
(In Chicago: Ask Operator for Enterprise 4531)



When your organization stops growing . . . becomes content . . . you stagnate and begin to die. We have acquired Carl Ullrich's talent and photo studio facilities, to combine with our present photo operations. Another step forward in Grant-Jacoby's ceaseless effort to offer more creative versatility in PLANNING, COPY, ART, and PHOTOGRAPHY. We now stand a hundred strong to serve every creative need.

Keep your eye on Grant/Jacoby

PHOTOGRAPHIC UNIT: 58 East South Water Street
Chicago, Illinois
ANdover 3-5754

GRANT/JACOBY STUDIOS inc.

936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS
MOhawk 4-2055

PEORIA DIVISION: Commercial National Bank Bldg.
Peoria, Illinois
PEoria 3-4381

QUAD-CITY DIVISION: 1527½ Fifth Avenue
Moline, Illinois
MOline 2-5700

EDITORIAL AND PUBLISHING DIVISION: 41 East Oak Street
Chicago 11, Illinois

GE Sets Bulb Campaign

General Electric Co. will break a campaign for its new GE 100-watt bulb in mid-March in 275 Sunday newspapers, *Better Homes & Gardens, Life, Look, The Saturday Evening Post,* on the Arthur Godfrey show (CBS Radio), and on the Dave Garroway and Jack Paar shows (NBC-TV). The new bulb, to retail at 28¢, will be featured as smaller, brighter and whiter. Batten, Barton, Durstine & Osborn is the agency.

Cramer-Krasselt Boosts 5

Cramer-Krasselt Co., Milwaukee, has promoted five executives. Lester Ness, vp in charge of media, has been named, in addition, secretary of the agency, and George Staudt, Robert Christiansen, Marvin Lemkuhl and Theodore Wing have been named vps. Mr. Christiansen heads the agency's public relations division; Mr. Staudt, Mr. Lemkuhl and Mr. Wing are account executives.

ADVERTISING
SQUARE

SWITCH — *Times Square became "Advertising Square" in honor of Advertising Week, when Jackie Monroe, model, and Fred J. Haberle, ad manager of Bohack Food Markets, put up the appropriate sign.*

Houck Appoints Clement

John R. Clement, formerly radio-tv director of Dan Lawrence Advertising Co., San Diego, has joined Houck & Co., Roanoke, as radio-tv director.

Creamer-Trowbridge Adds One

Creamer-Trowbridge Co., Providence, has been appointed national and local advertising and pr counsel for Providence Radio Inc., owner of WICE, Providence.

Kaduson Leaves W&L to Join Client as A.M.

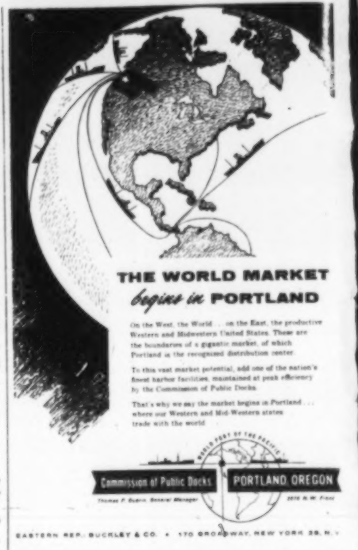
Jack Kaduson, vp at Warwick & Legler, will leave that agency shortly to become an advertising manager of a company in the Seagram Distillers operation. The switch is being made by agreement between W&L and Seagram, a Warwick client.

Anti-Inflation Drive Set

Life Insurance Institute, New York, is preparing an anti-inflation campaign which will break in March in 575 newspapers, *Newsweek, Time* and *U.S. News & World Report.* J. Walter Thompson Co. is the agency.

Lau Names Kelley in Canada

Russell T. Kelley Co., Hamilton, Ont., has been appointed agency for Lau Products Ltd. of Canada, subsidiary of Lau Blower Co., Dayton, manufacturer of blowers and ventilators.


THE WORLD MARKET *begins in* PORTLAND

On the West, the World . . . on the East, the productive Western and Midwestern United States. These are the boundaries of a gigantic market, of which Portland is the recognized distribution center.

To this vast market potential, add one of the nation's finest harbor facilities, maintained at peak efficiency by the Commission of Public Docks.

That's why we say the market begins in Portland . . . where our Western and Mid-Western states trade with the world.

WORLD PORT OF THE PACIFIC

Commission of Public Docks
Thomas P. Guerin, General Manager

PORTLAND, OREGON
2010 N.W. Front

EASTERN REP.: BUCKLEY & CO. • 170 BROADWAY, NEW YORK 38, N.Y.

NEW HUB?—*This is one of the ads the Commission of Public Docks, Portland, Ore., is running to promote use of its facilities.*

Portland Dock Unit's Ads Aim to Build Harbor Trade

PORTLAND, ORE., Feb. 17—What is described as the most active advertising and promotion campaign in the 48-year history of the commission of public docks has been in operation this winter, aimed at building export and import trade through the Portland harbor.

The current promotion sells the services and facilities of the harbor. A typical headline reads: "Efficient cargo handling means quick turnaround through Portland harbor." Another, directed to wheat shippers of the interior grain region, is headlined, "Grain is our business, too."

Ads placed in eastern or national publications carry a line in the signature listing the name and address of the commission's eastern representative.

The schedule includes 39 Oregon, Washington and Idaho dailies and weeklies plus the following business papers on a monthly and weekly basis: *American Import & Export Bulletin, Export Trade & Shipper, Marine Digest, Marine Engineering/Log, Merchant Shipper (England), New York Journal of Commerce, Pacific Shipper, Shipping Digest* and *Traffic World.*

■ The commission also has been carrying on a local public service program to acquaint Portlanders with the dock commission and the importance of the harbor to the local economy. This work has brought cooperation of radio and tv stations, newspapers, outdoor and transit media. Promotion points out that last year Portland led all West Coast ports in the movement of dry cargo tonnage and ranked first in export of grain from the West Coast and third in U.S. in export of bituminous coal.

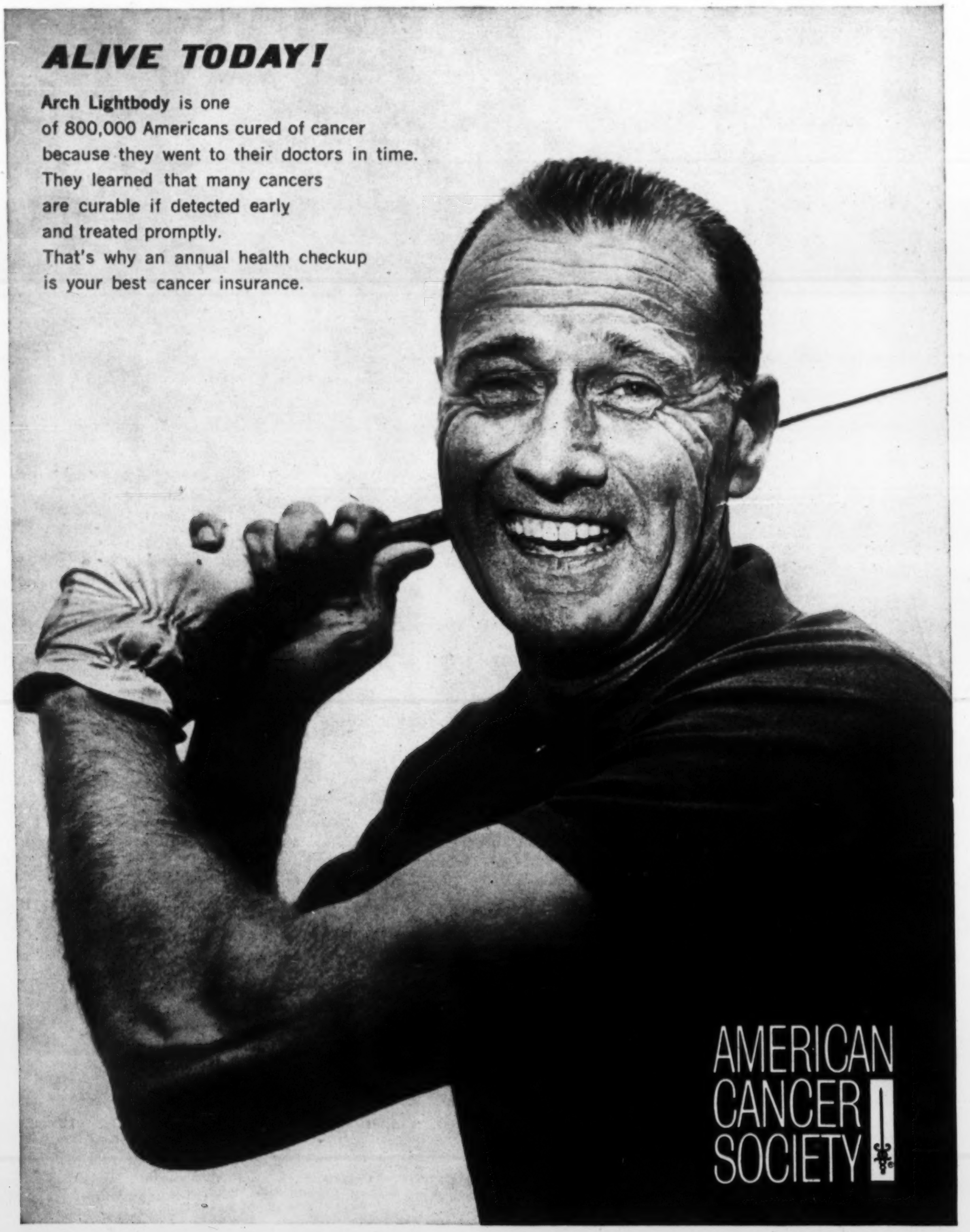
Richard G. Montgomery & Associates is the agency. #

Blair Labs Names DDB for Kerid, New Ear Drop

Blair Laboratories, New York, an affiliate of the pharmaceutical company, Purdue & Frederick, is entering the proprietary drug field and has appointed Doyle Dane Bernbach Inc., New York, to handle advertising for Kerid, an ear drop now being test marketed.

Industrial Books Name Ames

R. H. Ames Associates, Alexandria, Va., has been appointed district representative for *Industrial Maintenance & Plant Operations* and *Industrial Supplier & Distributor News,* Philadelphia.


ALIVE TODAY!

Arch Lightbody is one
of 800,000 Americans cured of cancer
because they went to their doctors in time.
They learned that many cancers
are curable if detected early
and treated promptly.
That's why an annual health checkup
is your best cancer insurance.

AMERICAN
CANCER
SOCIETY

"Awareness and understanding are essentials in our business. That's why I read Advertising Age on Monday and hear about it all week."

says THOMAS H. LANE
Senior Vice-President
Lennen & Newell, Inc.

"I read Ad Age on Monday and hear about it all week"

THOMAS H. LANE

A graduate of Dartmouth College, where he was editor-in-chief of "The Daily Dartmouth," Mr. Lane started his business career as a reporter for the New York Herald-Tribune. His first agency association was with Young & Rubicam, which he served successively as copywriter, radio producer and account executive. At the outbreak of World War II, when the U. S. Treasury Department asked Y & R to "lend" a man to head up all national war bond advertising and publicity, Mr. Lane was sent to the Treasury for four years as director of advertising, press and radio. After the war, the Rexall Drug Company, Los Angeles, named him vice-president in charge of advertising and sales promotion. Mr. Lane returned east in 1949 to join McCann-Erickson as a vice-president, director and member of its plans board. In 1955, he accepted the post of senior vice-president at Lennen & Newell.

Advertising Age
ABC-TV Aided by Big Y&R Buy, Adds 4 Hours of Day Programming
Coffee Marketer Yanks Ads, Hits 'Unfair' Rates
Moore Resigns GAI Presidency for 'Other Field'
Sarnoff Is Now Chairman, Kintner President of NBC
'Auto Buy Was Immediate' or 'Tiny,' Depending on Whose Survey You Read
Last Minute News Flashes

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

1 Year (52 issues) $3 ABC ABP NBP

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Two Readers Cite Difference Between Creative and Administrative Ad Instruction

To the Editor: I have been following the recent series of articles in ADVERTISING AGE dealing with whether or not advertising can be efficiently taught in the classroom. My feelings on the subject thus far have been ones of mixed emotions—nodding the head with emphatic approval on some points but shaking the head vigorously on others.

I think when talking about this subject there has to be a definite distinction drawn between creative advertising and, for the lack of a better word, administrative advertising.

It seems that most of our colleges and universities gear their advertising curriculum along the business administration sphere of thinking. Creativity only enters into the picture as a relation to the business function, or to put it another way, as a tool of the marketing concept of business. For those people interested in this phase of advertising, the most courses are well suited for their purposes, and they will learn the basic principles.

On the other hand, for someone interested in the more creative aspects of advertising, he might be well advised to leave most of these business advertising courses alone. He would be far better off to take liberal arts subjects which would train him to think and give him impetus to new ideas. It is much more important for the creative man to have a "storeroom" of a little knowledge on a lot of things and have a variety of subjects which will provide him with a better background for a wider range on fresh stimulating creativity.

It also seems to me that there has been a neglect on the part of New York City graduate schools to institute a program designed primarily for the creative advertiser rather than the business administrative one. This is a gap that should soon be filled and something that should be welcomed with open arms by the boys in the towers along Madison Ave.

Robert F. Armbruster,
Assistant Advertising Manager, Fraser Paper Ltd., New York.

•

To the Editor: Three cheers, a bravo and two olés for Prof. Max Wales and especially for Mr. Holland of Hartford for their well-taken points in defense of the advertising teacher (AA, Jan. 12).

What James C. Nelson Jr. probably meant to say is that you can't train creative advertising men in college. To be creative you have to be practically born that way. To be taught advertising *techniques* and understanding is entirely possible.

Having taught, at one time or another, six different advertising courses in the marketing sequence at the University of Baltimore during the past ten years, I can unequivocally state that 5 to 10% of any general class CAN be "converted" and that at least another 30% can be influenced to look more favorably upon our business. The others? Oh well . . .

Gustav Berle,
Nyburg Advertising Inc., Baltimore.

• • •

Coshocton Arises! Eye and Ear Man, Note

To the Editor: The "Post Yule Gloat" appearing in the Eye and Ear Man's column in your Jan. 26 issue of ADVERTISING AGE contains statements which are not substantiated by facts.

The advertising specialty and calendar business has shown increases every year and possibly at the expense of newspaper, radio and television. This might account for so many editorials blasting our industry. It does an advertising job that no other medium can do. One of the best ways to enhance competition is to criticize it and we do appreciate that we are now recognized as a potent force in the advertising industry.

Ezekiel 12:2 is in response to your Eye and Ear Man—"Son of man thou dwellest in the midst of a rebellious house which have eyes to see and see not, they have ears to hear and hear not, for they are a rebellious house."

W. E. Coffman,
President, The Elliott Calendar Co., Coshocton, O.

•

To the Editor: It was interesting to learn from the Eye and Ear Man that more liquor was drunk and paid for by the topers during the past holiday season than in the memory of man. Perhaps there is a reason. Has he watched or listened to radio and television commercials lately?

R. E. Lightell,
Vice-President, Novelty Advertising Co., Coshocton, O.

•

'Junk' Plays Important Part in Promotion

To the Editor: The advertising profession is like a dog in the manger who takes frequent bites of himself, then howls in agonized self-reproach. ("There should be no talk of dogs when 'wolf' and 'gray flannel wolf' meet.")

We train our guns on the subversive "cold gray flannel" school of advertising's detractors. Our lily-white banner must not be dragged in the mud. The "clean-up" and "cover-up" squads have been working overtime to keep advertising from being caught with its "call-girls" showing.

Then along comes the Eye and Ear man, who jumps on the oldest and most time-honored phase of our business, the blessed art of giving. The usual "junk" he calls it. Then to be specific, he names the "junk." (Ouch! that bite was felt from nose to tail.) Few, if any, advertising people can look the other way and appear uninterested. This so-called "junk" plays an important part in just about every distribution campaign.

Perhaps the Eye and Ear man should refer to the February issue of *Advertising Requirements* for five case histories of the use of "junk" by our profession.

Roy H. Odom.
Owner, Gulf South Advertising Agency, Baton Rouge, La.

• • •

'Savant' Is Identified

To the Editor: Anent the item on Page 23, Jan. 19 issue, which tells how Peerless camera used New York Subway windows to sell its merchandise during the December newspaper strike:

Your story goes on to say this idea was suggested by "an unknown savant." To remove this unnecessary obscurity, may I report that I proposed this plan in the line of my duties as promotional consultant to the New York City Transit Authority.

I want to take this opportunity to congratulate the executives and admen of Peerless, S. Klein *et al*, who grabbed this idea while it was hot, while their larger competitors sat on their ponderous duffs.

And thanks for that label of "Savant!" It will come in handy in my old age.

John J. Woods,
Pelham Manor, N.Y.

• • •

The New Flag Flew All Around

To the Editor: When I returned to Denver from the NAEA meeting in Chicago, I was going through my Jan. 19 issue of ADVERTISING AGE, and on Page 72 I got quite a kick out of an article there saying that the *Philadelphia Bulletin* ran the "first color illustration of the new U.S. flag on Page on, Jan. 4."

We are not trying to compe with the *Philadelphia Bulletin* . . . the *Denver Post* is enough competition for us.

However, I am enclosing a cop of our Sunday, Jan. 4 issue, showing the new U.S. flag with the 49t star on Page 1.

Maybe we were first, I don know—but our bulldog editior, which, as you know, we mail ou around the country, starts rollin off of our presses at six o'clock on Saturday night. I presume that the *Philadelphia Bulletin* probably does the same thing, so unless they publish before six o'clock Saturday night, we beat 'em.

The same thing also was in effect here on the *Denver Post*, for that matter. They came out on their front page Sunday morning, Jan. 4, with the flag in full color, as they did in their bulldog edition as well . . .

N. L. James,
Manager, General Advertising, *Rocky Mountain News*, Denver.

•

To the Editor: In view of the picture of the *Philadelphia Bulletin* photo in your Jan. 19 issue and the caption under the picture, I felt you would be interested in the enclosed section of the *Savannah Morning News.*

Leah G. Schad,
Savannah, Ga.

The Morning News carried a front-page color drawing of the new flag on Jan. 4.

• • •

Small Agencies Make News, Too—a Reminder

To the Editor: Fully cognizant the "big" agencies and "big" accounts make the AA front page, as well as the major news stories' coverage, we honestly believe at least some of the "small" agencies and "small" accounts offer some news value to your readers, too . . .

With a total of four full-time people (and a fifth joining us Monday, Feb. 9), plus some 11 part-time people, with the background of experience we've had we feel we can "take the gloves off" with many an agency a great deal larger in size than we are . . .

STARTING OUR
TH
YEAR
Douglas Advertising Agency

. . . an advertising agency is only as good as its creative staff! . . .

Why are we located in what the big city slickers call "the boondocks" if we're that good? The answer to that is easy! We all got fed up with living in big cities and commuting morning and night. We decided we'd like to work where we enjoyed living!

With the starting of our 5th year, we felt it was a good time to do a little "sounding off" on our behalf, so we prepared the enclosed advertisement which appears Sunday, Feb. 8, in Sioux Falls, South Dakota's *Argus-Leader*, Great Falls, Montana's *Tribune-Leader* and Rapid City's *Daily Journal.*

Practicing what we preach,

Nearly a million New York families and 454 advertisers know that nothing takes the place of America's Number One Good Music Station WQXR

AM 50,000 watts, and FM
Radio Station of The New York Times

we're merchandising our own "house" advertisement with our monthly, "What's NEW at Douglas Advertising Agency?", copy also enclosed. Our mailing list of "What's NEW . . ." goes to 482 men . . .

We believe the job we're doing and the advertisement enclosed might well be of true news value . . .

William H. Douglas,
Douglas Advertising Agency,
Rapid City, S.D.

• • •

Only 30 Hours!

To the Editor: Restraining comment—and a derisive guffaw—I submit this clipping from the *New York Times* of Feb. 3 as the all-time list topper for "advertising we can do without."

In 30 Hours You Learn How To
WRITE AD COPY
At Professional Level
Practical Evening Course in
TV-RADIO-PRINT COPY
Open to Men and Women in Agencies, Business, PR, TV
Actual Case History Method quickly builds job-hunting or job-upgrading portfolio.
Classes begin Tuesday, Feb. 10
Register now by mail.
BU 8-7210.
Write for information or phone
School of General Studies
HUNTER COLLEGE
Rm. 241-K, 695 Park Avenue, N.Y. 21

Neil Carty,
Copy Chief, Mann-Ellis Inc.,
New York.

• • •

Says Agency Head's Job-Hunt Story Inaccurate

To the Editor: Mr. Fellows had made a number of inaccurate statements and allusions in the ADVERTISING AGE story covering his novel idea for job-seeking ["Head of Folded Shop Unfolds Story in Mail Folder," AA, Nov. 10, 1958].

He mentioned an account executive who ran off with his meat-bone account. Being the only account executive in his small agency, the allusion could only beckon to me. This account had been relinquished formally by Mr. Fellows by letter in May, 1958, as he was deeply in debt and unable to continue operating his business. I was actually retained to salvage the Fellows agency accounts, which I successfully did, but lack of money made my efforts futile. Now, no other reason can be advanced for Byron Fellows' closing his agency's doors other than his financial problems, long antedating his May, 1958, decision to "close up shop."

Instead of abandoning him during his financial crisis, I chose to remain with him, service his accounts to the last so that he might profit from the servicing fees and charges. I left him six weeks after his decision, working without pay or even expense money.

At no time did I encourage the "meat-bone" account to follow me to another agency. It was months later that they recommended me to a New York agency and informed me that they had been extremely happy with my services and handling techniques.

Mr. Fellows had lost this account, a sizable one, actually in December of 1956. The extremely patient and clement attitude of the client in giving him one more chance, led Mr. Fellows to contact me and salvaging the client was purely dependent upon my ability to adequately service the account creatively and render justifiable services . . .

Again, I would like the intimation of my being an account-stealer rectified and the accurate facts brought to light.

Harry E. Forwell,
Creative Marketing Director,
Emil J. DeDonato Inc., New York.

• • •

He's a Pall Mall Man

To the Editor: Re: "Burnett Gives Staffers, etc." (AA, Feb. 9):

Earlier in my advertising career I applied for a position with Leo, which I did not acquire. I no longer brood about it because I am a Pall Mall chain smoker and his letter would have positively frightened my ulcers to the point of self destruction.

Thank God I don't have to worry about driving a pretty slick '57 Ford . . . my wife sporting a Perma-Lift bra or my kids roughing it up in Tom Sawyer dungarees.

All my present employer asks is a buck's worth of effort for a buck earned. He gets it and we are both happy and prosperous.

Ray Rex,
Chicago.

Reprints Weiss Article

TO THE EDITOR: REQUEST PERMISSION TO REPRODUCE BY PHOTO-OFFSET ARTICLE ON PAGE 90 OF JAN. 19 ISSUE ADVERTISING AGE ENTITLED "SAUCE FOR THE GOOSE" BY WEISS, FOR DISTRIBUTION TO ASSOCIATION MEMBERSHIP. MANY THANKS.

Howard A. Prentice,
Exec. Vice-President, the Proprietary Assoc., Washington, D. C.

• • •

'How to Cheat'

To the Editor: A publication called "Profitable Business" sends out leaflets boasting that its contents include a feature titled "21 ways to cheat on your income tax." There's a pretty horrible example of advertising we can do without.

Allen Glasser,
Production Manager, *Modern Windows*, New York.

• • •

'Stingy-Brims': Concisest

To the Editor: A COPYWRITER'S DELIGHT—I was riding in a cab the other day shyly wearing my new derby. The Negro driver allowed as how "them derbys is sure nice, but my wife bought me one of them *stingy-brims* for Christmas so I'll have to wear that for a year or two." That's descriptive language at its concisest!

Bill Schulze,
Proebsting, August & Harpham Inc., Chicago.

• • •

Fears Headline Misleads

To the Editor: We wish to call your attention to the article that appeared in the Feb. 9 edition of ADVERTISING AGE concerning the promotional allowance program of our premium and incentive division.

While the body of the article describes this program in rather accurate terms, the headline is dangerously inaccurate and misleading when it speaks of "volume rebates." As you will note from your source material, our program does not involve rebates nor is it related, as the headline suggests, to total volume. We know you are aware that rebates are illegal and that allowances in relation to total volume are subject to much question.

We regret that your excellent publication inaccurately described our program in the article's headline, as we fear that many who saw the article carried from it an improper conclusion.

Howard Greenblatt,
John Plain & Co., Chicago.

Reader Greenblatt is quibbling. The Plain plan calls for percentage refunds based on average order per prize book.

• • •

From Headquarters

To the Editor: I read with keen interest Page 76 of the Jan. 19 ADVERTISING AGE in which you clearly define the Post Office position on rates and regulations.

As postmaster of a big city involving advertisers and big mailers, your language is perfect.

Edward J. Quigley,
Postmaster, Brooklyn, N. Y.

A CUSTOMER ONCE SAID:

"that salesman of yours must wear seven league boots"

He wasn't referring to our salesman's dress, of course. Impressed by our man's genuine interest in his promotional problems . . . his complete knowledge of printing processes and their specific application . . . plus his willingness and ability to come up with the right answers, prompted this compliment.

What gives every Gugler salesman this stature in the field?

First, because he feels secure in the knowledge that he's a part of one of the nation's greatest lithographers. Then, too, he knows he's backed up by a conscientious staff of artists, designers, and technicians who give *any* job—labels, streamers, displays, or mobiles — the highest creative treatment available, anywhere. And he also knows "his team" can deliver for you, too. Just ask him to prove it!

Gugler LITHOGRAPHIC CO.
1339 NORTH MILWAUKEE STREET, MILWAUKEE, WISCONSIN
Sales Offices: New York • Chicago • Seattle • San Francisco • Los Angeles • St. Louis • Atlanta • Detroit • Houston • Tulsa

Western Auto Adds $1,000,000 to Its Ad Budget for Golden Anniversary

KANSAS CITY, Mo., Feb. 17—Western Auto Supply Co. is swinging into an all-out campaign costing $1,000,000 in addition to regular advertising expenditures to mark its Golden Anniversary.

Regular expenditures in 1958 were more than $4,500,000.

The 4-pronged program includes ads in *Farm Journal, Field & Stream, Life, Outdoor Life, Progressive Farmer, Sports Afield* and *The Saturday Evening Post.* Direct mail circulars and flyers will be mailed to occupants throughout the U.S. The third feature of the campaign will be newspaper advertising, the company furnishing newspaper ad mat packages to dealers. A dealer and company store contest will last until June 30.

▪ All magazine ads will be four-color except those featuring power mowers and tires. Western Auto says magazine advertising alone will come to about $1,000,000.

There will be ads in 15 issues of *Life*, and three of the ads will be two-page spreads. They'll run from March 2 to Oct. 19. Ads will be in *Progressive Farmer* March through August. In the outdoor magazines they'll run in April issues. Ten *Post* ads will start in April and end in November. In *Farm Journal* they'll vary from two-thirds of a page in b&w to four-color two-page spreads.

Circulars and flyers will be sent to occupants. These will be sent out in 10 out of 12 months. They'll be produced by the company, not by the agency, Bruce B. Brewer & Co., because the company has its own art, production, photostat and layout departments.

▪ Newspaper ad mats will be used in more than 275 newspapers, not counting what local dealers will do on their own. The newspaper campaign will start April 23, the same day the Golden Anniversary Sale will begin.

In a $100,000 incentive program for dealers and company stores, awards include 10 trips to Hawaii and 10 to New York. There are more than 3,650 dealers. Western Auto has company and dealer stores in the U.S., Hawaii, Alaska, Mexico, Puerto Rico and Guam.

The dealers are divided into 10 classifications so stores compete only in their size group. The contest is called a Pot-Of-Gold contest.

▪ Western Auto has been running ads in *Army Times, Farm Equipment Retailing* and *Hardware Age* in an effort to get new dealers, keeping up a long policy of expansion. Several hundred responses have come in. They advertised in *Army Times* to get retiring Army personnel. The ads ran in November and December.

The number of dealers has increased every year since World War II. With a careful screening program, new-dealer failures have been virtually eliminated. Actual figure of new-dealer failures has been only a fraction of 1%.

In this campaign, which represents a 33% increase over last year in ad expenditures (last year was a record year also), only about 10% of the budget will be spent on tv. This is an increase from last year, when one of the company's agencies, Bruce B. Brewer & Co., bought no tv time. The other agency is Winius-Brandon, St. Louis.

▪ Bruce B. Brewer & Co. tested television in 1957. They bought a half-hour show and found they were unable to show their broad range of products. There was not enough time on radio or tv. Their written ads have generally been detailed.

"There was no way we could prove tv was economically sound to use," says James H. Barickman, who handles the account at Bruce B. Brewer & Co. In 1957 the company experimented with tv in Kansas City, Dallas and Houston.

He points out that the company has used magazines, newspapers and catalogs for years, and that sales in 1958 were more than $233,000,000. In other words, they think their media choice has been judicious.

▪ However, spot tv will be used to advertise outboard motors. It is next to impossible, says the company, to figure out total advertising, and any figures they can give are figures for national advertising. Many individual dealers do their own advertising, raising the national figures considerably.

Gamble-Skogmo, Minneapolis, owns 42% of the stock of Western Auto. Both sell appliances, automotive supplies, tires, sports equipment and garden tools.

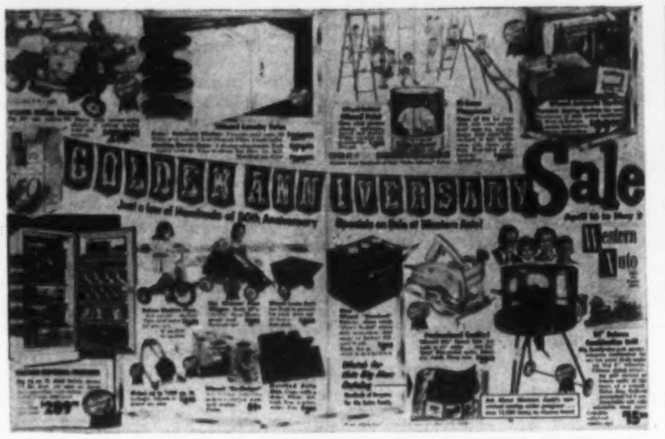
Expansion plans include the opening of 50 new stores this year in suburban shopping centers.

▪ Western Auto dealers just completed merchandising shows in 15 areas, featuring a color movie starring John Cameron Swayze, used to promote the campaign to its dealers. The film was prepared by Cal Dunn Studios, Chicago. Dealers selected spring and summer merchandise. Similar shows will be held in May for fall and winter merchandise. Western Auto officials predict great increases in sales for this year.

▪ An interesting fact, points out John Solomon, public relations manager and manager of publications for Western Auto, is that the $1,000,000 to be spent on the golden anniversary is more than the entire retail advertising budget for 1945.

He was in charge of a prestige piece that is just being published. A booklet, "The First 50 Years," will be sent to each company employe, suppliers, dealers and to about 6,000 stockholders. About 25,000 copies will be published for the company's 16 divisions.

Bruce B. Brewer has had the account since 1941, and James Barickman has been account executive since 1952. #



GOLDEN PUSH—*This four-color magazine spread is part of Western Auto's golden anniversary drive.*

Robins Names Cargill, Wilson

A. H. Robins Inc., Richmond, Va., manufacturer of ethical drugs, has appointed Cargill, Wilson & Acree, Richmond, to handle a new corporate campaign. An annual budget has been set at about $250,000. National magazines will be used. Robins' product advertising is handled by Noyes & Sproul and Sudler & Hennessey, both of New York.

KRKD Names Fox S. M.

KRKD, Los Angeles radio station, has named Bob Fox general sales manager for am and fm. He formerly was sales manager of KFOX Radio, Long Beach.

Bristol-Myers Boosts Gelsthorpe, Fletcher

Bristol-Myers Products division, New York, has promoted Edward Gelsthorpe, formerly vp and general sales manager, to director of marketing, a new post. F. Harry Fletcher, vp and national field sales manager, was named director of sales.

Edward Gelsthorpe

F. Harry Fletcher

Mr. Gelsthorpe joined the company in 1949. He was named assistant vp and director of merchandising in 1957 and last year was named vp and general sales manager. Mr. Fletcher joined B-M as an executive in the sales division in 1952. Alfred A. Whittaker has been promoted to vp in charge of market research of the Bristol-Myers Products division.

NBC Radio Adds Sponsors

Among the new orders reported by NBC Radio, New York, for early 1959 were those from such advertisers as: Aluminum Co. of America (Fuller & Smith & Ross) for a heavy "Monitor" schedule; Lehn & Fink (McCann-Erickson) for various daytime shows; *Kiplinger Magazine* (Albert Frank-Guenther Law) for 15-minute programs on weekends; Carter Products (Kastor, Hilton, Chesley, Clifford & Atherton) for "Nightline"; Lever Bros. (Foote, Cone & Belding) and Sakrete (Van Sant, Dugdale & Co.) for "Monitor," and Mail Pouch Tobacco Co. (Charles W. Hoyt Co.) for "Monitor" and "Nightline."

Connecticut Finds Its Tourism Ads Paid $161 for $1

HARTFORD, Feb. 17—Every dollar spent by the state of Connecticut in 1958 for newspaper advertising of the state as a vacationland produced $161.85 worth of business, according to the Connecticut development commission.

The state's official business development agency, the commission spent $15,336 for advertising space in 16 out-of-state newspapers, eight of them in New York City. A recent survey indicates that as a result of this promotion, 46,361 persons were encouraged to vacation in Connecticut.

A commission spokesman notes: "In order to make the best possible use of our advertising budget, we conduct a mail survey each year among the persons who have answered our advertising.

▪ "This enables us to make a pretty accurate calculation of the amount of business produced by the advertising in each of the newspapers used. On that basis, we can concentrate our efforts with the newspapers and in the communities that prove most productive."

Survey cards were mailed to about one-third of all those who wrote the commission for vacation literature as a result of the advertisements. They were invited to submit confidential information as to whether they actually came to Connecticut for their vacation, how many persons were in their party, how long they stayed, and approximately how much money they spent within the state. The commission's estimates are made by statistical projections based on the 2,686 survey cards which were returned.

▪ The survey indicated the average vacation stay in Connecticut was 7.8 days and the average expenditure was $52.76 a person.

The commission said that with the same advertising budget in 1958 as in 1957, the 1958 advertising was 81% more productive of vacation business. #

Schubert Absorbs Telestar

Bernard L. Schubert Inc., New York, tv film production-distribution company, has acquired all the shares of Telestar Films. Mr. Schubert, head of both companies, said Bernard L. Schubert Inc. will absorb Telestar and will henceforth handle distribution of its own shows. Schubert also has named Eugene C. Wyatt, formerly with ABC Television, vp in charge of network sales.

Network Gross Time Charges

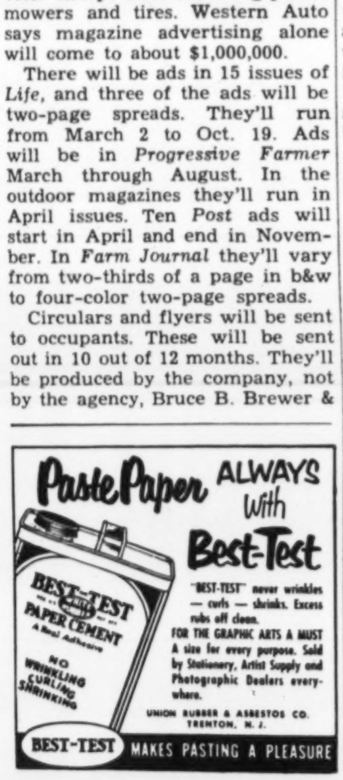
Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	December 1957	December 1958	% Change	Jan.-Dec. 1957	Jan.-Dec. 1958	% Change
ABC	$ 8,614,646	$10,466,104	+21.5	$ 83,071,284	$103,016,938	+24.0
CBS	21,980,607	22,836,275	+ 3.9	239,284,899	247,782,734	+ 3.6
NBC	19,146,483	20,636,442	+ 7.8	193,845,383	215,790,729	+11.3
Total	$49,741,736	$53,938,821	+ 8.4	$516,201,566	$566,590,401	+ 9.7

1958 NETWORK TELEVISION TOTALS

	ABC	CBS	NBC	Total
January	$9,168,609	$22,094,015	$18,344,111	$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
October	9,960,524	21,901,036	20,664,587	52,526,147
November	10,338,126	21,853,592	19,817,075	52,008,793
December	10,466,104	22,836,275	20,636,442	53,938,821
Total	$103,016,938	$247,782,734	$215,790,729	$566,590,401


Paste Paper ALWAYS With Best-Test

"BEST-TEST" never wrinkles — curls — shrinks. Excess rubs off clean.
FOR THE GRAPHIC ARTS A MUST
A size for every purpose. Sold by Stationery, Artist Supply and Photographic Dealers everywhere.

UNION RUBBER & ASBESTOS CO.
TRENTON, N. J.

BEST-TEST MAKES PASTING A PLEASURE

PROGRESS

R.O.P. COLORMATS

HIT THE REGISTER MARKS

RIGHT ON THE NOSE!

Molded out against the register marks without distortion — and to positively stay in register — these shrink-resistant mats are used by some of the largest agencies for some of their largest clients. Phone or write for more information.

PROGRESS PLATE MAKING COMPANY
913-23 Filbert Street, Philadelphia 7, Pa. WAlnut 2-0447

The PROGRESS • HANSON • PROGRESSIVE Group

PROGRESS Plate Making Company
923 Filbert Street, Phila. 7
WAlnut 2-0447

HANSON Electrotype Company
9th & Sansom Streets, Phila. 7
WAlnut 2-5587

PROGRESSIVE Composition Company
9th & Sansom Streets, Phila. 7
WAlnut 2-2711

NEW YORK: MU Hill 2-1723 • NEWARK: MA 3-5334 • WASHINGTON: EX 3-7444
LANCASTER: EX 4-1675 • WILMINGTON: OL 5-6047 • BALTIMORE: SA 7-5302 • RICHMOND: MI 4-2771

Agency Head Kerr Follows Hunch, Finds Wide Acceptance of Public Service Copy

NEW YORK, Feb. 17—"Creativity is seed that flowers in the wilderness. Its fragrance is contagious. It causes men to dream. It stimulates their ideas. It arouses their hopes. It moves them to action.

"Creativity creates the unexpected. It develops its own norm. It makes the exceptionable acceptable and the commonplace uncommon."

Evidence of this may be found in the series of editorial-style advertisements which have appeared off and on since October in *Newsweek*. So far, about five have appeared.

They were written by Richard Kerr, president of J. M. Hickerson Inc., who joined the agency last year (AA, May 19) after having been creative head of Lawrence Fertig & Co. for eight years.

The ads constitute an extra effort on the part of the magazine and are not related to its regular promotional campaign, handled by Bryan Houston Inc.

▪ Last summer, Mr. Kerr wrote several ads for a newspaper promotion campaign. A budget cut withered them in the bud. On a hunch, he rewrote the ads, attempting to answer some basic, everyday questions in an uncommon way. For example:

"How important is one vote? . . . Remember Rutherford B. Hayes? One electoral vote put him in the White House. One congressional vote saved Selective Service just 12 weeks before Pearl Harbor.

"A wise man once observed, 'Liberty means responsibility. This is why most men dread it.' But if you dread it and ignore it, how long can it last? Freedom, like a receding hairline, isn't lost all at once. It goes gradually. If you can spend a few minutes each day using hair tonic to save your hair, can't you spend a few minutes each year at the polls to save your scalp?"

This and a few other similar ads were submitted to several newspapers for promotional campaigns. "They toyed with the idea of using them," Mr. Hickerson told ADVERTISING AGE, "but the brass couldn't seem to make up its collective mind, so to speak, and nothing came of it."

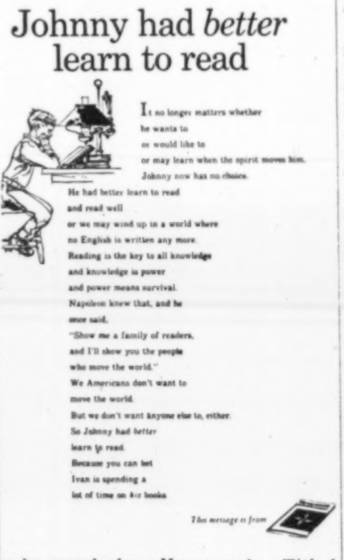
▪ One day Mr. Hickerson showed a couple of the ads to Gibson McCabe, vp and publisher of *Newsweek*. "He bought them; I didn't sell them," Mr. Hickerson explained.

The "How important is one vote?" ad ran shortly before Election Day. It stimulated a lot of letters and requests for reprints. The League of Women Voters ordered more than could be supplied within the time limits imposed.

A couple of the other ads have had more than usual response.

• The one titled, "Send us more eggheads!" was cited by the *Saturday Review* in its Dec. 6 issue. "Late last month," *SR* noted, "along came *Newsweek*, with the third of its co-called 'Morale Series' of institutional ads, and there, sure enough, sunny side, were our eggs," and it quotes from the ad . . . "We need more men like Messrs. T. Jefferson and T. Edison; intelligent men who lighted our lives and our living rooms. A few more of these fellows would come in handy today. A juggler can get us in front of a tv screen. . . . A split-T football coach can get us to the Rose Bowl. But an egghead can get us to the moon. And we're behind schedule."

• Now *Reader's Digest* has reprinted still another of the Kerr ads used by *Newsweek*. Titled "Johnny had better learn to read," it says:



Johnny had *better* learn to read

It no longer matters whether
he wants to
or would like to
or may learn when the spirit moves him.
Johnny now has no choice.
He had better learn to read
and read well
or we may wind up in a world where
no English is written any more.
Reading is the key to all knowledge
and knowledge is power
and power means survival.
Napoleon knew that, and he
once said,
"Show me a family of readers,
and I'll show you the people
who move the world."
We Americans don't want to
move the world.
But we don't want anyone else to, either.
So Johnny had *better*
learn to read.
Because you can bet
Ivan is spending a
lot of time on *his* books

This message is from

"It no longer matters whether he wants to or would like to or may learn when the spirit moves him. Johnny now has no choice. He had better learn to read and read well or we may wind up in a world where no English is written any more."

▪ *Newsweek's* "Johnny" ad appeared on Page 12 of the January issue of *Reader's Digest*. It is unusual for that publication, in which a b&w page costs $34,250, to reprint the institutional advertising of another publication. Such an action is certainly an eloquent testimonial, Mel Hickerson noted, "for this special series of ads aimed, as Dick Kerr puts it, 'at nudging Americans back to their basic responsibilities'." #

CHALLENGERS—*Newsweek's Gib McCabe (left) and Hickerson's Dick Kerr discuss the thought-provoking copy written by Mr. Kerr.*

NBC-TV Sets Tape Policy

NBC Television, New York, has informed stations that requests for local taping of network shows will be handled on an individual basis. There is a general ban against local taping at all the networks. NBC's announcement of exceptions to the general rule follows a similar one by CBS-TV some time ago. Whether requests are granted will depend on such factors as advertiser approval, effect on color shows and technical quality, the time at which the station wishes to present the delayed telecast and the reasons for the request for a delay.

Max Factor Buys TV Film

Screen Gems, tv film distributor-producer, New York, has added some more sponsors for its new adventure series, "Rescue 8."' Max Factor & Co. has bought the telecast for presentation in four Alaska markets. Tasty Baking Co. is presenting the film in Baltimore and Philadelphia. A total of 146 stations have booked this program.

Reach, McClinton Expands

Reach, McClinton & Co., New York, has signed a lease for half the third floor at 505 Park Ave., where the agency also occupies the fifth and half of the second floor. In the past year, the agency's staff has grown from 136 to 231 employes.

Power Utilities Put $125,000,000 in Sales Promotion: Ousler

PITTSBURGH, Feb. 17—An electric utility executive estimated here that the nation's electric power companies spent $125,000,000 "at the local level" for sales promotion activities.

George W. Ousler, vp of sales of Duquesne Light Co., further revealed that his company, which serves the Pittsburgh area, spends about $1,800,000 a year on sales promotion, and that the West Penn Power Co., also serving the Pittsburgh metropolitan district, spends "a like amount."

▪ In a talk at a meeting of the Electric League of Western Pennsylvania, Mr. Ousler asserted that the electric power companies are convinced they can open a vast potential market for more power but that "it is going to take a heap of coordinated selling effort to reach the goal."

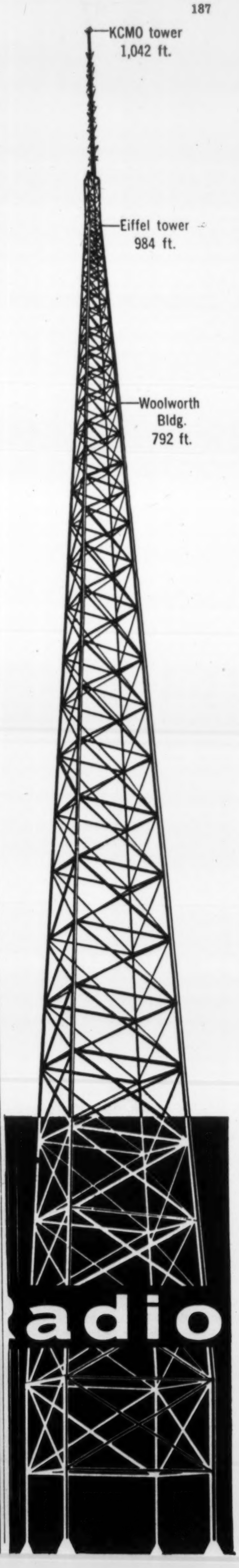
He cited air conditioning, better lighting, electric heating, and the sale of major appliances as markets in need of more development. #

Abrahams to Allied Artists

Sanford Abrahams has been appointed national advertising and publicity director of Allied Artists, Hollywood. Mr. Abrahams, who moves up from assistant national ad and publicity director, will replace John C. Flinn, who left to join Columbia Pictures as studio publicity manager.

Mutual Names McElroy

James McElroy has been named eastern sales manager of Mutual Broadcasting System, New York. He has been on the radio network's sales staff for several years.



In Paris . . it's the Eiffel tower . . in Kansas City it's KCMO's "Eye-full" tower

TALLEST SELF-SUPPORTED TOWER IN THE WORLD
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

KCMO-TV *and* KCMO Radio

KCMO-TV Channel 5—maximum power from the world's tallest self-supported tower—1042 feet above ground for greater coverage.

KCMO-Radio 810 Kc. with a 50,000 watt signal — makes it Mid-America's most powerful station.

represented
nationally by
The Katz Agency

A community leader in programming, public services and award-winning radio news reporting.

Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.
One of Meredith's All Family Stations

Affiliated with Better Homes & Gardens and Successful Farming Magazines

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

URGENT! ALL PARENTS PLEASE NOTE.

The greatest threat in history to the well-being of our young'uns has reared its ugly head. Not "rock 'n roll", nor TV Westerns, nor comic books, have ever approached the sinister aspect of the following notice we ran across recently: *"FOR SALE. Large bulldog. Two years old. Eats anything. Especially fond of children."*

PLEASE
DON'T FEED
THE DOG

From now on, every time we hear someone complain—"our kids are going to the dogs"—we'll shudder just a bit from a chill in the spinal region.

* * * * *

Matter of fact, we shudder quite a bit as it is, whenever we hear of an advertiser who goes about selecting his test markets on a willy-nilly basis. Drawing on our long experience in this business, we have chosen the Burgoyne Test Cities with extreme care to provide just the right set of conditions for thorough, accurate, projectable market tests. Shown below are two of our Test Cities. Drop us a line and we'll send you the complete list post-haste.

* * * * *

MEET THE BURGOYNE TEST CITIES

COLUMBUS and ROCKFORD

. . . are two of cities which make up the select list of BURGOYNE Test Cities, and which are permanently set up for BURGOYNE Retail Sales Studies on grocery and drug products.

ROCKFORD

Situated on both banks of the Rock River, this 125-year-old northern Illinois city is the industrial, shipping, and trade center for a wide area. Manufacturing includes knit goods, furniture, and metal products. For complete coverage of this community of 100,000—we recommend the REGISTER-REPUBLIC.

COLUMBUS

Ohio's capital, third largest city, and transportation and distribution center of a rich farm area. Industries include meat packing, aircraft, auto parts, electrical equipment, foundry products. Home of Ohio State University. In this fast-moving hub of the Buckeye State, we recommend the DISPATCH as the top selling medium.

* * * * *

Attention Chicago area agencies and advertisers! Bill Draper, Vice-President of Burgoyne Grocery and Drug Index, who heads up our Chicago office, has all the answers to your questions about the Burgoyne organization. A phone call to him at Whitehall 4-5824 in the Palmolive Building, will give you full information on a sales test plan.

Burgoyne
GROCERY & DRUG INDEX, INC.

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Market Research Still Needs Better Problem Definition, Fewer False Assumptions: Stuart

ROCHESTER, N.Y., Feb. 17—One of the greatest weaknesses in efficient market research is the lack of complete problem definition, according to Kenneth G. Stuart, director of market research, Eastman Kodak Co.

A veteran of 25 years of market research work, Mr. Stuart says that steady progress has been made in the field. He feels that market research is doing a better job now of sampling, question asking, tabulating, analyzing and presentation of data.

Mr. Stuart said there are five important areas on which particular stress is now being placed:

- Problem definition.
- Assumptions.
- Reflecting the consumer viewpoint.
- Experimental research.
- Assistance in decision making.

▪ On the matter of problem definition, the Eastman Kodak executive believes that market research people must continually cultivate and nurture a "management point of view." Only through such a process can marketing people understand the relative importance to a company of the project under consideration.

"Through the utilization of a broad-scope point of view, we can (1) know much better the type of research required, the type of information needed, and (2) be in a position to advise our management as to a reasonable amount to spend on a project," said Mr. Stuart.

"Good problem definition is our responsibility and not that of the person requesting our assistance. We cannot meet this responsibility without a management point of view."

▪ Another area for potential improvement in the market research job is that of minimizing the making of unwarranted assumptions, said the Eastman Kodak executive.

"Unwarranted assumptions, of course, are related to problem definition and all phases of market research," he noted. "There have been rapid changes in forms of merchandising and distribution which are not truly appreciated in day-to-day observation, but only become obvious in comparison with, say, five or ten years ago."

Another environmental change 10 or 15 years ago management people, in many instances, were reluctant to embrace market research, while at the same time being extremely conscious of the value of product research and development.

"Management's attitude toward market research has improved considerably," said Mr. Stuart, "but there are still reservations on the part of some management people."

Mr. Stuart said many people in sales and advertising also have healthy skepticism about market research.

"This is natural because they have a high regard for their own competency in their field and are not always over-enthusiastic about using the staff assistance provided by market research," he said.

▪ In addition to the danger of unwarranted assumptions arising from the dynamic nature of the economy, market research must also not make unwarranted assumptions regarding the consumer, Mr. Stuart said.

"Why bother to determine why people buy automobiles? Automobiles provide a means of transportation; so that is why people buy them.

"But, if that is really so, why trade in a two-year-old car which provides very adequate transportation for a new one? We must continually guard against taking things for granted. Taking things for granted is alien to research until such time as we are sure we have established a definite law," he said.

The Eastman Kodak market research director pointed out that most present day managements have accepted the idea that they have to operate the business for the balanced benefits of the stockholders, the employes and the customers.

▪ Operating people, because of their expert knowledge and intense interest in their products and services, tend to think that their customers are equally aware and excited about features of their products, he pointed out.

"This is an amazing point of view, when you stop to think that these operating people, outside of working hours, are also consumers and are continually buying products without knowing about their many features," he said.

Mr. Stuart said he knows that a casual attitude toward products is not found in the hobby field.

"We find, for example, that some advanced amateur photographers know far more about camera gadgets, lens definition, etc., than many of us at Kodak," he said.

A unique function of market research people, said Mr. Stuart, is continually to keep management and operating people well informed concerning the true feelings and desires of consumers.

▪ A fourth area for improvement lies in paying more attention to experimental research, he said. "Doing a better job of market research obviously involves improving our techniques. We are all aware that despite the improvements of the past 20 years we are, in many cases, working with crude tools," he said.

Mr. Stuart recalled that last spring one of the men in his market research department at Eastman did some experimental work with mail questionnaires.

He sent 800 questionnaires to people who had been sent a direct mail promotion piece for 8mm movie projectors. He split the sample into four groups of 200; each group received the same questionnaire, but a different letter—some with an incentive in the form of a dime, and some without.

Returns by groups were 44%, 50%, 57% and 76%. The returns with the dime and mention thereof in the letter was represented by the 76%—some 150% better than the conventional letter.

The cost per return with the dime, however, was twice that without the dime. Was it worth it? In his particular case the answer was no, the Eastman research indicated.

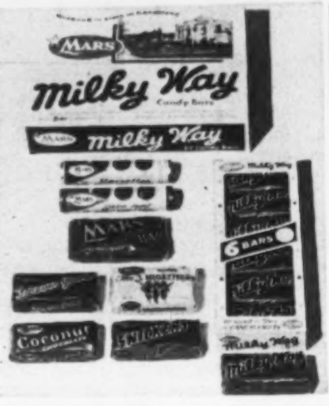
"For each of the questions asked, the pattern of answers for the dime sub-group was similar to that for the non-dime sub-group. The additional responses received as a result of using the dimes were not of such a character as to alter the analysis we would make without them," he said.

▪ Regarding the participation of market research people in decision making, Mr. Stuart said, "Fundamentally, market research is a staff function, which means that the responsibility ends with providing the information desired or required by the line organization.

"It is my feeling, however, that market research has matured to the stage, in many companies, where management and line operating people not only welcome, but expect greater assistance in decision making."

Mr. Stuart feels that such participation is the logical extension of the analysis and interpretation function which is already an essential part of market research.

The Eastman executive said greater participation in decision making must be earned. Market research people must earn the confidence of people they are serving and group activity is a helpful tool in creating this confidence, he said.



FAMILY LOOK—*For the first time since its original candy bar, Milky Way, was introduced in 1923, Mars Inc. is marketing its seven products as a line, with a common corporate symbol. The new symbol is also being used in all advertising and displays, Mars says.*

Share Holders Okay Merger of Sylvania, Gen. Telephone

Share holders of both Sylvania Electric Products Inc. and General Telephone Corp. have approved the merger of Sylvania into General Telephone and a new name for the combined organization—General Telephone & Electronics Corp.

Donald C. Power, president of General Telephone, becomes board chairman and chief executive officer of the new corporation while Don G. Mitchell, chairman of Sylvania, becomes president. Mr. Mitchell will continue as chairman of Sylvania, and that company will operate as a separate company wholly owned by General Telephone & Electronics Corp.

Ads as Social Force to Be Probed in Symposium

The views of some prominent social scientists toward advertising will be aired in a special symposium on the social and economic forces of advertising to be held in St. Louis March 18 sponsored by the St. Louis Council of the American Assn. of Advertising Agencies.

Moderators of the program will be Dr. Earl F. English, dean of the Columbia school of journalism, and John Crichton, editor of ADVERTISING AGE.

Cribben & Sexton Control Shifts to Waste King Corp.

Waste King Corp., Los Angeles dishwasher and garbage disposal unit maker, has acquired controlling (67%) interest in Cribben & Sexton Co., Chicago manufacturer of kitchen ranges, space heaters, dryers and dish washers sold under the Universal brand name (AA, Dec. 15, '58).

Cribben & Sexton will continue to operate as an autonomous company under its present president, Wendell C. Davis.

Two Named to Chilton Board

Charles A. S. Heinle, general manager and editor-in-chief of Chilton Co.'s book division, and John H. Kofron, research director of Chilton, have been elected to the board. Mr. Heinle joined the company in 1955; Mr. Kofron joined in 1957.

Coming Conventions

*Indicates first listing in this colum

Feb. 26. Associated Business Public tions, annual eastern conference, Roos velt Hotel, New York.

Feb. 26-28. Illinois Daily Newspape Markets, local and national advertisin managers workshop clinics, Leland Hote, Springfield, Ill.

*Feb. 28-March 3. Advertising Specialty Guild of America, Guild Exposition, Sales Management Conference, Feb. 2, Hotel La Salle, Chicago.

March 2-3. New England Newspaper Advertising Executives Assn., winte meeting, Parker House, Boston.

March 4. California Broadcasters Assn., annual meeting, El Dorado Inn, Sacramento.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 6-8. Affiliated Advertising Agencies Network, midwest regional meeting, Lake Lawn Lodge, Delavan, Wis.

*March 13-14. Virginia Press Assn., annual Old Dominion advertising conference, Motor House, Williamsburg, Va.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

*March 18. Magazine Publishers Assn., annual conference on the economic outlook, Hotel Pierre, New York.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 1. Assn. of National Advertisers, Advertising Research Workshop, Hotel Pierre, New York.

April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

*April 2-3. Life Advertisers Assn., eastern roundtable, Hotel Barbizon Plaza, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-16. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

*Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

'Tide' Ebbs as 'PI' Acquires 38-Year-Old Book

(*Continued from Page 1B*)

magazine carried 3,076 pages of advertising. This high slid off to 2,511 pages in 1947, to 2,170 pages in 1948 and to 1,649 pages in '49. It dropped out of the four-figure bracket for the first time in 1953, when it carried 834 pages of advertising.

Printers' Ink, which carried 5,181 pages of ads in 1946, was down to 2,252 pages last year—475 pages less than it ran in 1957 and 713 pages less than in '56. *PI's* 1955 page total was 3,307.

On the circulation side, *Printers' Ink* had a total of 32,231 on June 30, 1958; 30,186 on Dec. 31, 1957; 30,726 on June 30, 1957, and 30,707 on Dec. 31, 1956.

■ Robert Lund, publisher of *Printers' Ink*, said *Tide* would be incorporated into his weekly magazine. Last issue of *Tide* as a separate entry will be dated March. Mr. Lund said he anticipated adding 7,000 unduplicated subscriptions to *PI's* total circulation. He added that it hasn't yet been decided whether *PI* or its parent company, Vision Inc., will retain any *Tide* employes.

■ In 1959 *Tide* "still was losing money, and even the most optimistic of several forecasts didn't put the break-even point earlier than 1961," according to an editorial in the final issue. Bill Bros., the editorial adds, might have made *Tide* a success "if it hadn't owned *Sales Management*. Theoretically the two didn't compete—one was for the advertising executive, the other for the sales executive. But the two magazines did go after advertising from many of the same prospects . . ."

■ *Printers' Ink* was launched in 1888 by agency pioneer George P. Rowell, who hired John Irving Romer as editor. Mr. Rowell sold *PI* in 1908 to Mr. Romer, who had as a partner Richard W. Lawrence, then a 30-year-old vp of Aeolian Piano Co. When Mr. Romer died in 1933, Mr. Lawrence became head of Printers' Ink Publishing Co.

This status continued until the fall of 1956, when Mr. Lawrence, who with his family held about 90% of the stock, announced that the weekly would be taken over by a new non-profit foundation, which would be "a living monument" to Messrs. Romer and Lawrence. Plans called for the property to be purchased by the foundation at a price set by an appraisal committee of stockholders and representatives of the foundation. The price was to have been paid out of future earnings.

But in January, 1957, this plan was shelved, and the company changed its corporate name to Printers' Ink Publications Corp. and announced it would engage in other publishing activities.

■ In July that year, *Printers' Ink* was sold to Vision Inc. (*Vision, Visao*) for cash and an exchange of stock. William E. Barlow, president of Vision Inc., became president of *PI*, while Mr. Lawrence was named board chairman and a board member of Vision Inc.

Six months later, Eldridge Peterson resigned as publisher of *PI* and was succeeded by Robert Lund, who had been an exec vp of Vision Inc. Last April, Carroll J. Swan was replaced as editor by Woodrow Wirsig, one-time editor of Crowell-Collier's *Woman's Home Companion*. #

Rise of Industrial Publishing Corp. Shown in TV Series

(*Continued from Page 1B*)

on America's free enterprise methods.

Industrial Publishing, now producing 11 magazines, was selected as a colorful and solid example among magazine companies developing and disseminating technical and semi-technical information to specialized wings of U.S. industry.

The film shows how the work of the business magazine mortices into the network of industrial products distributing organizations throughout the country. It tells tv audiences of the role of both the publisher and the distributor in providing greater operating efficiency throughout industry, more productive jobs for workers, plus easier and safer working conditions.

Most of the film was shot here under Mr. Reynolds' direction.

■ Among those appearing in the interviews are Irving B. Hexter, the ebullient president of Industrial Publishing; Lester B. Aurbach, vp, and Charles Farran, president of Griswold-Eshleman Co.

Mr. Farran and Mr. Reynolds both talk about the problems and purposes of industrial advertising. Mr. Farran appears strictly as a guest. Industrial Publishing's agency is Dix & Eaton here.

The company—its magazines include *Applied Hydraulics & Pneumatics, Material Handling Engineering, Power Transmission Design*, and *Welding Illustrated*—directs its magazines to these fields and a number of others, including office management, commercial refrigeration, air conditioning and industrial safety.

It has a history of spectacular growth. Mr. Hexter founded the company in 1930 after he went broke in the greeting card industry. One of his former printers suggested that he spawn an industrial publication, one on welding, a field Mr. Hexter knew nothing about. He started *Industry & Welding* and still has it, along with his ten other magazines.

■ Today, the circulation of Industrial Publishing's monthly magazines, two quarterlies and three directories, totals more than 600,000 copies.

The company has a staff of 185 at its Caxton Bldg. headquarters here and 45 more employes in regional offices in New York, Chicago, Los Angeles and London. #

Cleveland Controls Names Wagner Marketing Head

Cleveland Controls, producer of combustion control systems and allied equipment, has appointed Carl A. Wagner director of marketing and advertising. Mr. Wagner for the past 21 years has been an account executive of G. M. Basford Co.

Carl A. Wagner

While at Basford, he handled the advertising for Cleveland Controls, a client for a number of years, dating back to the founding of the company in 1945 as Cleveland Fuel Equipment Co.

New-Flag Ad Kits Offered

Western Newspaper Union, Chicago, is offering advertising kits of the new 49-star flag designs. The kits are available in one color mats or one and two-color plastic printing plates. For further information write the company at 210 S. Desplaines St.

DEMONSTRATORS—*Helene Curtis Industries launches a "sister sprays" campaign for Spray Net with this color page in This Week Magazine, Feb. 22, followed by Modern Romances, Parade, Photoplay and True Story. McCann-Erickson, Chicago, is the agency.*

Cleveland Cracks Down on 'Lottery' Ads, Promotions

(*Continued from Page 1B*)

seems to be engulfing the American mind. Some of Coca-Cola's competitors have told me they might start contests, too."

The city's law chief gave other contest sponsors until Feb. 26 to have their attorneys submit briefs on the operations and claims of legality of their games.

After the briefs are submitted, Mr. Locher will sit down with the Cleveland police prosecutor and a county prosecutor to decide what steps, if any, will be taken next.

"We believe this problem is important enough to require a uniform policy throughout our county," Mr. Locher said.

Mr. Locher announced the plans at a City Hall meeting attended by representatives of the Cleveland Advertising Club, the Cleveland Retail Grocers Assn. and Coca-Cola.

■ The Coke bottler's attorney, Morton M. Slotter, argued for the legality of the contest, which calls for the selection of two words from newspaper ads and matching of the letters in these words with letters found under the cork in Coke bottle caps.

He said that if the Coca-Cola contest is illegal, so are several others. He listed Cashwords in the *Cleveland News*, Presswords in the *Cleveland Press*, and contests sponsored by KYW and WJW tv stations, Heinz, Dole pineapple, and the "Picture yourself in a 1959 Ford" contest being sponsored at Ford dealers in cooperation with Sylvania Electric.

A representative of the grocers' group said he would favor banning all these promotions.

■ "Now that our attention has been called to these alleged lotteries, or schemes of chance, we believe the problem is important enough to require a uniform policy throughout this county," Mr. Locher said at the meeting.

Meanwhile, he said he will urge the other companies to halt their contests voluntarily until the common pleas court rules on them, Mr. Locher said. #

Agency Ties with Birdwell

Claude Schaffner Advertising Agency, New Haven, Conn., has affiliated with Russell Birdwell & Associates, New York, for the purpose of supplying local and national public relations services to Connecticut companies.

C&W's 'Merchandising Know-How' Appealed to Man from 21 Brands

(*Continued from Page 1A*)

the 30 agencies sent," Mr. Axel said, "we got virtually all of the essential data we needed for a preliminary decision. As a result we weeded out 10 of the 30. Then we asked each of the remaining 20 agencies to make oral presentations."

■ Mr. Axel, personally, interviewed all 20 of the agencies in his office. The interviews, he said, were informal discussions. None of the agencies made an elaborate presentation. The discussions more or less centered on what the agencies had done or were doing for clients with problems that might be considered similar to those that confronted 21 Brands.

Mr. Axel then visited each of the five finalists, looked at their shops, and gave them a week to prepare final presentations. These were made in Mr. Axel's office to Francis T. Hunter, president of 21 Brands, and Mr. Axel.

"We didn't ask for formal presentations," Mr. Axel said. "None of the agencies attempted anything elaborate. None came up with a suggested ad campaign. In almost every case the emphasis was on what had been done for other clients, and on discussions of marketing problems . . .

■ "As a matter of fact," Mr. Axel said, "when you come right down to it, the selection of an agency is basically a decision about people.

"Sure, we chose Cunningham & Walsh because it has everything we want—creativity, experience, research facilities, adequate and capable personnel. But fundamentally, I think the thing that swayed us most was the favorable impression that the C&W people made on us. Perhaps that sounds corny, or unscientific, but I'm convinced that when you buy the services of an agency you're buying people's abilities and experience."

Asked if any of the agencies that made presentations did things that were objectionable in any way, Mr. Axel named three things.

"Several," he said, "overdid their presentations and were too long-winded. A few lacked familiarity with our products, and didn't know our brands. Still others lacked merchandising experience."

Asked why he wouldn't name the agencies that solicited the account, or at least the finalists, Mr. Axel said he thought it would be "grossly unfair to all concerned and a breach of good faith on my part to do so."

■ Commenting on some of the things he expects from an agency, Mr. Axel emphasized "creativity and good advertising copy, backed by sound research.

"But an advertiser today," he said, "expects more than just good advertising from an agency. The function of an agency is to help a client sell more goods. That's why marketing and merchandising know-how is so important in today's agency operations."

Mr. Axel spends a good deal of his time on the road, visiting distributors and retailers "to get the feel of things, to study trends and attitudes and marketing developments."

■ He has been in charge of 21 Brands' advertising for ten years and has been a vp and a director of the company for the past four years. After graduating from Rutgers in 1941, he saw service in World War II in the Army, and then worked in the advertising department of RKO Teleradio Pictures, before joining 21 Brands.

Kermit Axel

Clissold Buys 'Hotel Monthly': Hitchcock, Cahners Add Books

CHICAGO, Feb. 19—Clissold Publishing Co. has completed negotiations for purchase of *Hotel Monthly* (AA, Feb. 16), and will take over publication March 1 from John Willy Inc., Evanston, Ill., making the third business publication transfer this week.

J. Knight Willy, former publisher and editor, will continue on the staff of *Hotel Monthly* as special feature editor and consultant, and will continue as president of John Willy Inc., supplier of printed material for hotels and allied business. Some of the *Hotel Monthly* personnel also will move to Clissold, which also publishes *Hospital Management* and *Baking Industry*.

■ Hitchcock Publishing Co., Wheaton, Ill., has acquired Plant Publishing Co., St. Joseph, Mich., publisher of *The Plant* since 1950, and will operate the acquisition as a division. W. T. Watt continues as president, H. E. Hallensbe as editor and W. E. Poole as managing editor.

Robert Van Kampen, Hitchcock president, said the publication will move to Wheaton in about six months. *The Plant* becomes the eighth Hitchcock publication.

■ Cahners Publications, Boston, has bought publishing rights of *Metal Forming & Fabricating* from Watson Publications, Chicago. Beginning with April issues, MF&F will become an editorial and advertising section in Cahners' *Metalworking*. #

'Digest' Omitted AMA's Qualifier, Richards Charges

(*Continued from Page 1B*)

says that the AMA statement reached the *Digest* "some weeks after the rest of the article was prepared. At the time, the March issue of the *Digest* was already on the presses, and it was too late to add the statement. In fairness to all concerned, and in the interests of accuracy, we have asked that the AMA's statement be included when the article is published in each of the *Digest's* 28 international editions.

■ "The statement, however," Mr. Dashiell adds, "does not change the fact that an overwhelming amount of evidence exists to support the belief that cigaret smoking is an important factor in lung cancer. It merely discloses that no official action has been taken by the AMA's house of delegates on the connection between lung cancer and smoking, but as the *Digest* article points out, leading medical authorities are convinced that there is a cause and effect relationship."

Tobacco shares on the New York Stock Exchange sank Monday, reportedly as a result of the new article in the *Digest*. #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

BUSINESS PAPER
SPACE SALESMAN

We're looking for a tough-fibered creative type man to sell space in highly competitive field. Lots of opportunity and permanence for the right man with solid multiple publisher. Eastern territory. New York Headquarters. Interviews early March. Send complete resume to:

Box 2222, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOLENE

Editors ....Public Relations
Copywriters ....Advg. Managers
Artists ......Media ......Production ......Service
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

OPPORTUNITY IN SUNNY TEXAS

Fast-growing 27 man organization needs contact-copy men. Both must be proven creative copywriters. Must have working knoweldge of electronics. Give complete resume, photo and state annual salary first letter. Opportunity to become key men. Many fringe benefits.
Don L. Baxter, President, Don L. Baxter Inc., Melba Bldg., Dallas, Texas.

TOILETRY BRAND MANAGER

To take complete charge or be trained to take charge of brand items. First in sales in their field. Duties will include all merchandising, advertising, packaging, etc. This is excellent opportunity with large growth company. Good salary. All company benefits. Location Chicago. Our employees know of this ad. Write complete resume in confidence to

Box 2269, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1991 Chicago

NATIONAL ADVERTISING MANAGER

For major advertiser with fast moving consumer items. Location Chicago. This man should be in charge or possibly assistant to man in charge of advertising department for national advertiser. Should have solid experience in heavy TV commitments both network and spots. Should be able to evaluate and research all buys to make sure that branded products are enjoying best possible audience for dollar spent. Must have all other experience as well. Excellent opportunity with great future. Good salary, all company benefits. Our employees know of this ad. Write complete resume in confidence to

Box 2270, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

SALES PROMOTION—AND—
COPY MAN

Create selling ideas for established manufacturer of proven industrial products which need fresh sales approach. Company sells through established distributors and their salesmen who call monthly on service industries throughout United States. Position requires constant mail follow-up to distributors and salesmen through catalog sheets, sales letters and incentive campaigns. Also answering inquiries. Three man department. Five years successful sales promotional experience required. Answers must include complete work history, references, salary requirements and samples of sales letters. **Write William H. Klein, 1600 Foster Street, Evanston, Illinois**

SINCE 1919

MKT RESEARCH MGR	**$12000.**
Research & Dev.	
PROM & PUB MGR	**13000.**
Gov. Ind. & Pub Exp	
SLS MGR CL AD	**12000.**
Metro News Exp	
MKT RESEARCH	**6000.**
Yg some exp	
COPYWRITER	**7500.**
Ind. Exp.	

Contact Art Weil
Monarch Personnel
28 E. Jackson WAbash 2-9400
Chicago 4, Ill.

HELP WANTED

COPYWRITER

Alert southern agency with 10-man staff needs creative young copywriter with flair for the fresh approach, yet is well grounded in fundamentals of advertising and selling. Should be steady worker, easy to work with, a good team man, and particularly skillful with words. If you are already this kind of advertising man, or are well on your way, there's a place for you in our plans for future growth. Applicant should be in good health, have good personal habits, and want to become a permanent resident of a medium-sized city in middle south Atlantic state. Starting salary in four figures. Good opportunity for advancement. Write giving complete resume'.

Box 2271, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES—CHICAGO TERRITORY

Top publisher trade magazines needs additional high calibre man in Chicago office. Prefer previous businesspaper sales, but will consider others. Salary plus incentive arrangements and strong long term opportunity. Send resumes promptly to:

Box 2272, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY EXECUTIVE

The man we want is a "pro" . . . between thirty and forty years of age . . . preferably already located in Chicago.

He can offer us a solid background of agency experience. He will be a strong contact man . . . but must have creative experience. He will have a sound knowledge of consumer advertising (i.e.—cosmetics, food) . . . and at the same time he will be able to function well for industrial and farm accounts.

We, in turn, can offer this man a good salary, profit-sharing, retirement benefits, insurance coverage, and a chance to become a key man in the Chicago office of one of the country's fastest growing agencies. Stock participation possible.

Write immediately—a decision will be made soon. Our people know of this ad.

Box 2273, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Wanted—experienced advertising space salesman for full time representation of established technical publication serving instrumentation and automation market. Cover New England, New York, and Philadelphia area. Draw plus commission. Immediate potential in growing market. Submit complete resume of experience to

Box 2275, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ACCOUNT EXECUTIVE for 25-year old Midwest agency specializing in Farm, Industrial and Retail accounts. Must have some agency experience and a successful background in radio and tv copy writing. Primary responsibilities include accounts using broadcast media. Film production knowledge helpful. Salary to $6,000 plus profit sharing. Send complete resume with recent photo to

Box 2274, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OPPORTUNITIES
in
NEW ENGLAND & NEW YORK

FOOD MERCHANDISING CONSULTANT
Heavy exp inc P & L nat'l agcy 15-18M
MERCHANDISE MGR, NON-FOOD ITEMS
For leading super-market chain to 20M
ACCOUNT EXECUTIVE
Medium sized Boston agency 10-12M
MARKET RESEARCH MGR
Consumer rsch MR techniques etc 10-12M
ART & PRODUCTION DIRECTOR
Industrial & tech publications exp 7-8M

Confidential Inquiries Invited
S O S
Personnel Bureau
127 Tremont Street, Boston, Mass.

Small downstate Illinois agency has opening for young all-around advertising man to help with copy, layout, sales—good opportunity for beginner.

Box 2280, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising Director

For major consumer manufacturer with multi-million-dollar budget covering all media.

This is an unusual opportunity for an advertising man with package goods experience to step into the top advertising spot with one of the country's biggest advertisers; New York City location; must have been employed by company manufacturing trade-marked consumer products with nationwide and international distribution.

The right man for this position has administrative and advertising experience as well as the diplomacy to serve as liaison between agencies and top level management. The company concerned has an enviable record for achievement in one of the leading industries.

Replies will be treated in confidence and must include experience résumé, present compensation, personal data. Our own people know of this ad.

BOX 413, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HELP WANTED

MAGAZINE ADV. MAKE-UP AND PRODUCTION

on monthly magazine circulation 2 million. Previous exp. required similar work. Must be accurate, dependable, and capable of assuming full charge of putting magazine to press. Excellent oppor. Salary approx. $6,000 year, NYC location. Send resume stating education, exp. in detail, present salary, phone number and best time for appt. Only resumes giving complete information will be considered.

Box 2276, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WRITING AND SALES PROMOTION

We are looking for a qualified, experienced man who can help us plan, write and produce direct mail, catalogs, point-of-sale material and help in the planning and execution of sales promotion programs. Practical experience in such work within the past 5 years preferred. Fine opportunity for right man. Our company manufactures sprayers and dusters for farms, gardens and industry; and agricultural equipment such as poultry, livestock and barn equipment. Please give full information about yourself, family, experience, references and salary desired in your first letter. All replies held in strict confidence. **R. O. Geuther, Advertising Manager, H. D. Hudson Manufacturing Company, 589 East Illinois Street, Chicago 11, Illinois.**

MARKET RESEARCH DIRECTOR

Industrial Manufacturer in the Chicago area needs an experienced man to direct sales analysis, development of sales potentials and sales forecasts. Salary commensurate with qualifications.

Box 2277, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR: hot, small agency in East wants Quality and Quantity from AD. Must be thoroughly experienced art & production to hold down position in fast moving shop. Potential is there for man who can produce. Nice working and living conditions in one of nation's top cities 3 hours from New York. Rush complete resume in confidence to

Box 2278, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CREATIVE ARTIST AND ART DIRECTOR—The man we are looking for must be versatile, capable of turning out crisp, fresh-looking layouts in all printed media. If he can do some illustrations and finished art all the better. He probably now has a good job but there's something about it he doesn't like. To such a man, we offer a pleasant spot in the sunny Southwest with a friendly, fast-growing 4A agency where opportunity for the future is bright. The man we seek is old enough to have some solid experience behind him, but young enough to have his best years ahead. He wants to become an important member of the creative team. He would rather live in the open country than the crowded city. He prefers spending an extra hour or two each day with his family than on commuter trains. If this sounds inviting, write details of your experience and salary expected—samples and interview can come later. All inquiries strictly confidential.

Box 2279, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Top Art Director Available

to you on retainer, a day or two per week. Experienced in advertising, magazine editorial design, annual reports, booklets and packaging. Box 415, Advertising Age, 630 Third Ave., New York 17, N. Y.

Our 48th Year

SPECIAL NOTE: We are looking particularly for top-level marketing research man, really top-level. For one such man, with a company or an agency, we have an extraordinary opportunity.
FARM-MARKET AE, major agency. If grass-roots type need not have agency experience. to $13M
ADV. & SLS. PROM. MGR., industrial. Rare growth opportunity. to $12M+

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

POSITIONS WANTED

TOP FREE LANCE AD/DESIGNER

Unlimited hours of professional services on a retainer basis; layout/design/direction/consultation/paste-up, etc., ads/brochures/catalogs/direct mail/trade marks/ et al. Will show portfolio chuck-full of "goodies". **Fred Mintz, 6208 W. Olympic. L.A. 48, Cal. WE 4-9457.**

STYMIED SOUTHERN NEWSPAPER AE, 5 years on various accts. including foods, at age 39 would like to get into Agency or with Manufacturer. Prefers industrial or foods but will consider all. Experienced also in dep't store adv'g. & display, precision machinery, building material sales, auto agency and office procedures. Education major journalism with emphasis on creative writing. Has family. Will send resume and references.

Box 2281, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER SEEKS CHANGE
—4-A AGCY OR CO. AD MGR

This facile pro now 1-man copy dept for dynamic, multi-prod mfr in electrnc/appl fields. Adept at writing for all media. Imaginative visualizer too. Works with art/prntg staff from concept to finish. 2½ yrs pres job + 3 yrs agcy exp diverse accts. Fam, 31. Sal req $10,400.

Box 2282, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

IT TAKES A WOMAN . . .
TO SELL TO WOMEN

N.Y. area. Creative advertising executive. 17 yrs exp art, copy, production, promotion.

Box 2283, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

TV-RADIO DIRECTOR-A/E

A creative selling personality, who writes and produces live and film spots that SELL, wants an expanding opportunity. Here's a creative salesman with a 10 yr success story for product and new business, highly skilled in food and beverage fields. Has ridden hard on broadcast media accounts with low budgets and great futures as well as heavily budgeted accounts. Bracket of 5 figures. For complete information and interview write

Box 2284, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED AN ADVT.-PROMOTION EXEC.

Want a thinking man's man? Capable admin. from idea to finish. 14 yrs fine bkgrnd-agency, edit. & co. exp. Knows advt. & prom. to total sales picture. Deg. Pers. Age 32. Pref. Chgo or L.A. but will reloc.

Box 2285, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER-CHICAGO

8 year's experience in pharma., medical, chemical & food processing copy. Ethical & o.t.c. copy, photo-reporting; news letters, brochures, folders, sci. ghost writing.

Box 2286, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

P.O.P. SPECIALIST-SALES PROM.

10 years Planning, Design, and Prod. for Brewery, Dairy, and Genl. Prod. accts. Age 32, Desire position with Adv or Agcy.

Box 2287, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

THIS MAN NEVER SLEEPS ALONE

Magazine-Newspaper Promotion Director, creative, experienced, 24-hr-day type who nightly goes to bed with his job plans, seeks lively publishing house ready for solid, punching, sustained promotion program. (Ex newsman, editor, foreign corresp. became advertiser-oriented, turned to promotion because he likes it and is good at it.) Young. $9M.

Box 2288, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MEDIA BUYER-WOMAN
21 YEARS EXP. SPACE & TIME

Box 2289, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ARTIST-DIRECTOR

seeks position that calls for new ideas & good advertising. 6 years experience, layout, design illustration.

Box 2290, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ad space salesman experienced in consumer and trade publications, in N.Y. and East. Have managerial experience.

Box 2291, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CREATIVE LAYOUT ARTIST
ART PRODUCTION MAN—

anxious to serve manufacturer. From creative ideas, through layout, coordinating & preparing of finished art to printed job. 10 years experience includes agency & printers. Dependable, personable, family man, age 31 capable of making customer contacts. For full resume write

Box 2292, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IDEAS and COPY

Woman with proven ability PR, writing, editing, some agency copy, all media, seeks career position . . . agency or other. Formerly headed dept. of five.

Box 2293, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AVAILABLE

31 year old family man wants employment in Midwest or West. Well schooled in modern management. Strong merchandising, sales promotion and advertising. Currently Division Sales Manager of National Foods Company. Experienced in Pricing, Distribution, Budget, Projections, Planning and Private Label phases. Salary open. Desire connection with growth potential, with strong staff manufacture, management firm or advertising agency. Please inquire—Box 414, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

MERCHANDISING-SALES PROMOTION MAN

Nationally known household chemical manufacturer desires experienced man to help plan and implement merchandising and sales promotion program. The man who fills this important job should have ability to handle sales correspondence to customers and salesmen, a working knowledge of advertising, copy writing, direct mail methods and marketing techniques. Company located in Chicago's N. Suburban area. Please send résumé including salary requirements. All replies will be kept confidential. Box 421, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION INDUSTRIAL POWER TOOLS

Asst. Adv. and sales prom. Mgr. for progressive Chicago mfr. on NW side. College deg., completion of military experience reqd. Exp. in planning, writing, and printing production of catalogs, direct mail, displays, plus development of exhibits, sales incentive plans, and collaboration with ad agency on trade ads and publicity. Approx. age 24-30. Send résumé with age, education, military status, job-salary history—incl. detailed responsibilities and job objectives. Box 418, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

REPRESENTATIVES AVAILABLE

Chicago Publishers' Representative, a good developer and producer with a performance record to prove it, wants trade, industrial or business publication to represent in the Chicago territory. For a publisher with a sales problem in Chicago this is an opportunity.

Box 2241, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Have hundreds of major New York Advertising, Sales & Promotion Dir. Contacts. Also agency art & prod. dirs. Midtown Manhattan office. Retainer plus incentive.

Box 2294, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SPACE SALESMAN

Eastern territory. Will take on one additional publication. Proven success.

Box 2295, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

AGENCY AFFILIATION OR MERGER

Small well regarded Pittsburgh agency with 3,000 sq. ft. beautiful offices and full facilities and staff. Would like to discuss affiliation or merger with moderate size metropolitan agency.

This is addressed only to a highly creative organization interested in service facilities and the development of new business in the Pittsburgh market. Principals only.

Box 2296, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MY CLIENT HAS $50,000 CASH; has D.B.A. degree in marketing, eighteen years as Account Supervisor in top 10 agency, broad experience in packaged goods and agricultural advertising. Interested in agency, product or marketing organization on a half-time basis. **Write, wire or phone R. O. Archer, pres. Downers Grove National Bank, Downers Grove, Ill.**

FOR SALE: Media Properties: Radio stations as low as $30,000 total price; television stations from $450,000; monopoly market (small) radio and newspaper combination, $150,000, terms. **Chapman Company, 1182 W. Peachtree, Atlanta; 205 W. Wacker, Chicago; 1270 Avenue Americas, New York.**

MISCELLANEOUS

ZINC, LINE, HALFTONE, CUTS
(for conventional, printing, gold stamping)
6 Square inches $1.60
Write for FREE catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS
P.O. Box 115, Hazleton, Pa.

Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions, P. O. Box 906, Denver 1, Colorado, Acoma 2-7539.

GOOD COMMUTING NEW YORK

New Canaan, Conn. 4 acres, city water, near schools, pine woods, pond site, privacy, 5 minutes station, 55 min. New York asking $11,500

Box 2297, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Wanted: **MEDIA MANAGER**

for medium-sized CHICAGO AGENCY

(Could be a Part-time Job)

Here's an opportunity for either:

- A young assistant ready to take over full responsibility—space-buying, primarily, but also time.
- An experienced person—married woman, perhaps—who'd like to work part of each day. (If this description doesn't fit you, mention it to a friend!)

Please write fully; our staff knows of this ad.

Box 423, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** Larger sizes, proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

Wanted: **ACCOUNT EXECUTIVE...**

for important account in building field

Outstanding opportunity with first-class Chicago agency for a man with solid background in building materials, keen understanding of trade factors in building industry, ability to develop effective merchandising programs, personality to work with top management of client. Please write fully; our staff knows of this ad.

Box 422, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

HERE'S AN AD MAN WHO CAN MIX AUTOMOBILES WITH WHISKEY

. . . or—for that matter—with cereals, drugs, typewriters, refrigerators, cosmetics, or soap!

This man is a professional advertising man *first*, with a fine knowledge of marketing automobiles *second*. He's looking for a permanent connection with an agency or manufacturer who believes, as he does, than an advertising pro can do a real job on any type of product.

He's had 8 years of top agency experience, mostly as an A/E; has written selling copy for all media; understands production—both print and electronic; and can move around easily in media, merchandising and research.

He's 37, 6' 3", 185 pounds; was graduated from college in the top 5% of his class; gets along well with anyone; has mature judgment, and analytical mind, an eye for important details; he's an excellent administrator and works well under pressure; and can get up on his feet and talk intelligently and with enthusiasm.

He's in New York, but will relocate if the job and money are right. Now in the $15,000 range plus. Available at once. No fees. Highest references. Write—and do it *now*—Box 419, Advertising Age, 630 Third Avenue, New York 17, N.Y.

WANTED
TO BUY
TRADE PAPER

All information kept in strict confidence. Box 417, Advertising Age, 630 Third Ave., New York 17, N. Y.

PUBLICATIONS
OUT OF THE WEST COAST

Business, professional, hobby and special interest publications — both nationals and regionals—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives:

Classified Departments, Inc.
(Bill Bowen), 4041 Marlton Ave.,
Los Angeles 8, Calif., AXminster 2-0287

8,000 DOCTORS READ
the BULLETIN of the
LOS ANGELES COUNTY MEDICAL ASSOCIATION
twice each month
SERVING 6 MILLION PEOPLE
IN GREATER L. A. Co. AREA
Agency Commission
1925 Wilshire Blvd., Los Angeles 57, Calif.
Frank M. Cohen, Adv. Mgr., HUbbard 3-1581

Another National Leader
OUT OF THE WEST

PET SHOP MANAGEMENT

Recognized throughout the nation as the quality publication in the pet retail dealer field. Exclusively an independent trade magazine. No danger of breeders and the public eavesdropping on wholesale prices and shop talk.

Do you want our easy-reference FACT FILE? Sample copy? Rates? Write Irma W. Hall, Publisher, PET SHOP MANAGEMENT, 618 S. Western Ave., Los Angeles 5, Calif. (DUnkirk 7-4423)

P.S. 1959 edition of comprehensive directory of pet suppliers now being compiled. Order yours now.

NO DUPLICATION—JUST NORTHWEST CIRCULATION!

We don't cover California.
Just Wash., Ore., Idaho,
B.C. and Alaska.
Circ. 30,000—low rates.
SEND FOR FREE COPY
New owner . . . new formula
Now fashioned after Sunset.
Gardens, homes, interior decor.,
furniture, food, travel
and CULTURAL NORTHWEST
See Standard Rate & Data.
A Peter Wood Publication
Pacific NORTHWEST Magazine
1715 RAVENNA BLVD.
SEATTLE 5, WASHINGTON

WESTERN MOTEL
And Apartment Management
is **MUST READING**
for motel & apt. owners
in the busy-booming
11 Western States.

To tap this lucrative market,
Write - Wire - Or Phone:
WESTERN MOTEL
& Apartment Management
612 S. Serrano Ave.
Los Angeles 5, California
DUnkirk 8-9551

Reach 10,000 Restaurants

Your only way to get Concentrated Coverage of S. California's Fastest Growing Industry. 2nd Largest Dollar Volume Area in the Country. Buyers-Owners-Managers. Inquiries invited from Agencies-Advertisers-Media Reps.
RESTAURANT SERVICE MAGAZINE
1357 W. Temple St., Los Angeles 26, Calif.
WE 9-8360

MR. MAGAZINE PUBLISHER —

Are you in the market for a man who can make mature decisions and take some of your work load? If you are seeking one with many years of experience with consumer magazines, covering administration, budget, personal, ABC newsstand and subscription circulation, also includes advertising, editorial and promotion procedures, I would like the opportunity to talk to you. Box 351, Advertising Age, 630 Third Ave., New York 17, N.Y.

Wanted:
Business Magazine
Field Editor
In Chicago

An important opportunity for a young man (thirtyish) with one of the country's leading publishers of business papers. Background in merchandising and/or store work is significant, but not necessarily a prerequisite. Tell us (in addition to routine résumé) about your ability to deal with people and produce perceptive stories from your contacts. Replies held in strict confidence. Our people know of this ad. Box 416, Advertising Age, 630 Third Ave., New York 17, N. Y.

IMMEDIATE OPPORTUNITIES!

We handle your employment problem confidentially and effectively.

COPY CHIEF **$18,000**
Good background in industrial products and consumer hard lines. Midwest agency.

COPYWRITER **$12,000**
Good print history in electrical-electronic products. Midwest agency.

MARKET RESEARCH ANALYST **$10,500**
Versatile experience in consumer products. Midwest location.

SPACE REPS (2) . . . . **$8,500+**
Background with consumer publication or well-known trade book. Salary, plus bonus and expenses. Midwest location.

If qualified, contact me in confidence.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
220 S. State St. • Chicago • WA 2-4800

EMPLOYERS!
We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
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Photographers
NO FEES CHARGED
Workers or Employers
PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

WANTED TO BUY
Building Products and Equipment

To be purchased by *building teams* who will design and build $37.5 billion volume of shopping centers, schools, skyscrapers, industrial plants and other *big buildings* in 1959.

BUILDING CONSTRUCTION ILLUSTRATED—the *only* publication *exclusively* reaching the contractor-architect-dealer BUILDING TEAMS that specialize in construction of important non-residential buildings. *60% of BCI's contractor readers offer complete "package construction service" (including design).* Highly-illustrated, on-the-job reports on new methods for constructing these important buildings.

Every reader an immediate force for the specification, purchase and use of your building product . . . no waste circulation.

Write for free brochure

BUILDING CONSTRUCTION Illustrated

BUILDING CONSTRUCTION *Illustrated*
Industrial Publications, Inc.
5 S. Wabash • Chicago 3
FRanklin 2-6880

UNUSUAL OPPORTUNITY
For ART DIRECTOR

For a man who will enjoy the challenge of creating a key position for himself and the personnel he will direct. For a man who appreciates the security offered him in joining a team of top Art men now producing one of the outstanding lines of greeting cards in the world. The right man can blaze his own trail aided by every section in the entire Creative Department. His objectives will be numerous and varied. Send complete résumé including salary requirements to **William Bocora, Employment Manager, American Greetings Corporation, 1300 West 78 Street, Cleveland 2, Ohio.**

LET'S AX PRODUCTION MEN OF 55!

Silly idea?

Sure, but it exists. Exists nearly everywhere.

Take me.

I've handled top production in all its complicated phases. Big accounts. Crack New York agencies.

References? Glowing.

BUT

Interviews go good until I say I'm 55. Then there's a five second pause——and I'm told, "W-e-e-el, we're really looking for a younger man."

Doesn't seem sound when it's generally admitted there aren't enough good production men of any age to go 'round.

To a company head not allergic to grey hair, who is looking for a crack man, an interview with me might be interesting. Drop me a line.

BOX 420, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING
IN
FRENCH CANADA

publicité
promotion
relations
humaines

publicité **Huot** LIMITÉE *advertising*

353 ST-NICOLAS
MONTREAL CANADA
MEMBER CAAA

Rootes Moves into TV

Rootes Motors Inc., New York, importer of the Hillman and Sunbeam cars from Britain, has launched its first television campaign, a 13-week series of one-minute, 20-second and 10-second commercials on WABC-TV and WNTA-TV, New York. Some of the commercials were shot on location in England. The campaign, a cooperative venture with New York area dealers, is being handled by Erwin Wasey, Ruthrauff & Ryan.

Farson, Huff Names Wolfe

Pat Wolfe, former city editor of the *Anchorage Daily News*, has been appointed Alaskan representative of Farson, Huff & Northlich, Cincinnati. He will aid in publicizing clients' products and services in Alaska, and will furnish reports concerning business opportunities there, the agency said.

Filmways Promotes Two

Ben Gradus and Howard Magwood, producers-directors of Filmways, New York, have been named vps of the tv commercial production company.

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
- **Publicity**
- **Subject Research**
- **Competitive Publicity & Advertising**

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
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WAbash 2-8419

Presenting-
your message
to over 158,000
marketing men
and women
for as low as
$5 per ad!

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $__________

My Name__________
Street__________
City__________ **Z**___ **State**__________

Clip and mail this form to

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois
4041 Marlton Avenue
Los Angeles, Calif.

Mrs. FDR Only Newest 'Anti-Tuneout' Ad Star

(Continued from Page 1B)

Benson & Mather for not exercising more "discretion and guidance."

■ In a statement released by an agent, Mrs. Roosevelt explained why she accepted the radio-tv sales assignment:

"For a long time I have wanted an avenue on radio or tv to get across some ideas which to me seem important for our people as a whole to grasp. Very little can be said in a commercial, but there is time to put one thought across, and one reaches far more people than can possibly be reached in any other way. No matter how much I travel or lecture, I can reach only a few people.

"The idea which I wish to stress is that we should give food from our overabundance to the underfed peoples of the world. The money which I shall receive from these commercials I shall put into my charity account."

■ For their parts, neither Lever nor its agency had any comment to make on the suggestion that they should have used more discretion in the selection of a tv-radio saleslady for Good Luck. They were, however, giving the three commercials play on spot tv, as well as on four network tv shows. The radio schedule calls for approximately 23 airings a week, and Lever is readying point of sale posters tying in with Mrs. Roosevelt's commercials. These will be displayed in grocery outlets.

Mrs. Roosevelt, who from time to time is featured in print ads for Otarion hearing aids, is by far the biggest name snared by radio-tv admen.

■ But one has only to watch and listen to discover that many advertisers have decided that the best way to avoid the dread disease of commercial tuneout is to select a VIP in some field or other—usually sports or show business—to do the pitching. Among the recruits who have been enticed to get in there and sell hard are comedians, singers, actors, athletes—and, of all things, an ex-diplomat.

Why the predilection for names? Obviously sponsors hope people won't run out on a former first lady, a home run king or a popular movie star—even if they are only extolling the virtues of some product or other.

• Jackie Gleason and Jimmy Durante never presented more than a lead-in for the commercials on their tv shows, but they are doing what they can in radio and tv spots to help Local 802 of the American Federation of Musicians get more work for its members. Their pitch: Use live music at your parties at home, and patronize places that offer live music when you go out. The comedians donated their services for this New York campaign.

• Those Easy Aces, Jane and Goodman, aren't presenting programs any more, but their sharp witticisms are available in small, easily digestible doses in the radio commercials they are doing for Borden's coffee.

• Alka-Seltzer's cartoon salesman, Speedy, is getting an effective assist from an old comedy hand, Buster Keaton, who turns up in so many roles that you have to look fast to recognize him in those quickie spots. He has also been featured in Northwest Orient Airlines' print and tv advertising.

• One of the most unlikely commercial combinations is that of Eddie Cantor and Sentor. In this radio spiel, Grandfather Cantor suggests that teen-agers try Sentor to help get rid of their pimples.

■ Among the actors who have been collecting some nice residual checks from their commercial assignments are Monty Woolley, selling for Gallo wine; Charles Coburn, an 80-year-oldster, who is working for 65 Plus; Pat O'Brien, whom Bardahl alternates with cartoon messages; William Bendix and Joan Bennett, two of several stars who tell what 4-Way cold tablets can do, and Alexis Smith, Lynn Bari, Mary Astor and Ann Rutherford, all of whom advise their fans to drink Ovaltine and stay slim.

■ An excellent demonstration of how a distinguished actor can be used effectively and tastefully in commercials was given a couple of weeks ago by Lincoln National Life Insurance Co., which selected Thomas Mitchell to speak for the sponsor on a special Abraham Lincoln telecast on NBC. Luckier than many actors, who are handicapped by cumbersome commercial copy that only an experienced announcer can reel off without looking self-conscious, Mr. Mitchell was given short, terse and pleasantly soft-sell lines. They were quite in keeping with the mood of the program and left the impression that Lincoln must be a fine, respectable company.

■ Singers and musicians are also understandably eager to work in this lucrative field. Nearly every vocalist of note, including Bing Crosby, Dean Martin and Frank Sinatra, has been featured in commercials at one time or another. Elvis Presley hasn't been yet, but the Army has been taking up most of his time.

The beers alone are doing enough to keep the vocalists solvent. Schlitz's radio commercials feature Peggy Lee, Margaret Whiting, Jane Morgan, Nelson Riddel, June Christy, Jack Smith, Bob Crosby, Vic Damone, Erin O'Brien, Ferlan Husky and Billy Eckstine. This beer's current tv celebrity commercial spotlights Miss O'Brien.

Louis Armstrong and Nat King Cole, among others, sing out the praises of Rheingold, which runs a Guy Lombardo jungle series every summer.

If you listen carefully to the Ballantine radio commercials, you'll recognize the voices of Jill Corey, Johnny Desmond, Janet Harper, Tommy Edwards, the Buffalo Bills, and Abbe Lane with the music of her husband, Xavier Cugat, in the background. Mr. Cugat also has a Martinson's coffee spot.

■ The McGuire sisters are the singing voices of Coca-Cola this year. Vaughn Monroe has been the spokesman for RCA for many seasons; Frankie Laine tells about 4-Way cold tablets. The come-hither tones of Julie London probably have caused a great many men to reach for a Marlboro. Hoagy Carmichael has done commercials for Marlboro cigarets and for Northwest Airlines.

Stand-out athletes have always been much in demand for radio-tv assignments. Gillette could easily field a winning team from its list of baseball players who are available to demonstrate their specialty on tv and then explain how to get a clean shave—among them the Yankees' Whitey Ford, Bob Turley, Hank Bauer and Casey Stengel; the Braves' Johnny Logan, Joe Adcock and Fred Haney; the Tigers' Harvey Kuenn, and the White Sox's Sherm Lollar and Luis Aparicio.

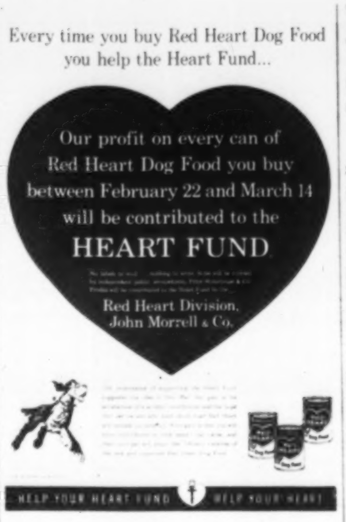
Golfers and footballers also are used occasionally, and the Boston Celtics' basketball star, Bob Cousy, was under contract to the razor maker this season.

■ The athletes' spiels are mixed with cartoon commercials and Hollywood star spots with John Wayne, Bob Hope, Harpo Marx, Zsa Zsa Gabor and Esther Williams.

So far the only ex-diplomat to turn up among the tv pitchmen and be identified as such is John Shaw Young, who tells how his friends on Wall St. are going for King Sano cigarets.

These are just a few of the many big names a regular radio and tv fan can see and hear in commercials these days.

This roundup does not touch on the scores of television headliners who help with the commercials on their own programs. They range from Ed Sullivan to Dinah Shore to Arthur Godfrey, who was a salesman before he was a star. Theirs is a separate and very familiar story, that finds more and more video stars getting into the commercials to perk viewer interest. #



Every time you buy Red Heart Dog Food you help the Heart Fund...

Our profit on every can of Red Heart Dog Food you buy between February 22 and March 14 will be contributed to the HEART FUND

Red Heart Division, John Morrell & Co.

HELP YOUR HEART FUND HELP YOUR HEART

NATURAL—*Red Heart dog food division of John Morrell & Co. offers to help the Heart Fund drive with three-weeks' worth of profits in a campaign kicking off with a color page in Parade and This Week Magazine, Feb. 22. John W. Shaw Advertising, Chicago, is the agency.*

Hearst Curbs TV Critics on Blasts at TV Personalities

(Continued from Page 1)

is not going to be repeated unless it proves to be an outstanding one and this does not occur on more than a handful of occasions during the year. Therefore, there is no need for the critic to warn our readers against watching a show which is not going to be inflicted on them again in any case.

"On the other hand, if the readers did see the show, they don't have to be told whether it was good or bad. They have already formed their own opinion of it.

■ "Comment as to why the performance was bad, and interesting gossip and the background of individuals is permissible, but I don't want to print violent attacks on personalities. Too often these severe criticisms reflect personal views rather than objective criticism. I don't believe our readers are interested in reading the personal likes and dislikes of our critics and I know that I don't intend to waste our valuable space printing them." #

Men's & Boys' Wear Group's Onetime $5,000,000 Sartorial Splendor Frays

(Continued from Page 1)

sell," Mr. Pfeifle, on the job just about a year, said this week.

■ Besides, he told an AA reporter, after assuming the presidency he put in considerable time in conversation with Madison Ave. cognoscenti—those that were not hot after the account—and they convinced him that several million dollars would be needed annually for four to five years if the institute wanted to sell its program through the consumer advertising path. This sum, Mr. Pfeifle knew, was unattainable.

But when the institute was first publicly conceived, in March, 1955, the world was its oyster and the prospects were infinite. Willard W. Cole, president of Henry C. Lytton & Co. and who was to become AIMBW's first president, unveiled a three-stage program to the National Assn. of Retail Clothiers & Furnishers: a five-year "$50,000,000" advertising and public relations plan to boost the men's and boys' apparel industry.

Such a plan was attempted unsuccessfully several times before, he commented, but he thought that now the time may be "psychologically ripe" for success.

■ Formation of the institute was announced in May and the opening barrage proclaimed BBDO the advertising agency and Mayer & O'Brien, Chicago arm of Public Relations Management Corp., to handle pr and publicity. A six-week series of cross-country dinners was climaxed June 28 at a $15 a plate dinner here where nearly 2,000 clothing industry executives "pledged support" to an initial $5,000,000 goal. The sum would be raised over the summer for an 18-month campaign that would start in the fall.

At the end of August, with the summer almost over, the institute decided "to extend its nationwide organizing campaign until Sept. 30" and the financial goal had changed to "the minimum $2,000,000 needed to start operations." If less than $2,000,000 is raised, all money will be refunded, the institute added reassuringly.

■ By mid-September the institute decided it would become a permanent organization even though it had not met either of its two previously announced deadlines.

It also announced new deadlines—from Sept. 30, 1955, to April 30, 1956, for the mimimum $2,000,000—and said there would be no media advertising unless the $2,000,000 was reached.

There was another request: AIMBW asked its pledgers to free the "more than $1,000,000" that had already been collected "to solidify the institute's foundation in response to the expressed wishes of many members all over the country."

Said Willard Cole: "Time is the only limiting factor in completely uniting an industry that never before has been united."

Most pledged members freed their funds.

■ April 30 passed without $2,000,000 in the till. Early in June AIMBW approved a "seven months $1,100,000 advertising and public relations program of which $700,000 will be spent between September and January."

In October, 1957—two years and nearly $4,000,000 (or 80%) away from the originally ballyhooed program—AIMBW and BBDO broke their first consumer ad with the theme: "Dress right—you can't afford not to!"

The ads attracted attention, much of it unfavorable. Franci Dewitt Pratt, then president of th institute, said the campaign "blaze a new path, for our industry hitching the entire concept of 'dress right' to the basic human emotions of life, fear and success."

■ In February, 1958, Michael E. Freelund, former secretary of the institute, wrote to AA that "the overwhelming majority of the letters we received have been extremely favorable" in their comments on advertising.

That same month Mr. Pratt resigned and was succeeded by Mr. Pfeifle, who had recently retired as a top merchandising veteran with Sears, Roebuck & Co.

At the retail clothiers convention in Chicago last year—where it all began in 1955—the institute said it expected to continue at a $1,000,000 annual clip for consumer ads in 1958 and 1959. At the time, the new president, Mr. Pfeifle, told AA that membership and industry reaction to the campaign had generally been very favorable, but acknowledged that some retailers have questioned the negative or "scare" approach AIMBW was using.

■ Last week (AA, Feb. 16) Mr. Pfeifle told AA that national advertising "was the most controversial thing the institute ever got into. About 90% of our members felt our advertising was pretty nebulous."

According to figures supplied to BBDO by Publishers Information Bureau, the institute spent nothing in 1955 for consumer advertising; $536,524 in 1956; $892,504 in 1957, and last year, $377,888.

A new slogan was announced last fall: "Dress right—when you *look* your best you *do* your best," a change made to give "a more positive approach," the institute told its members.

■ At the same time a major organizational overhauling took place. Among the moves:

• Restructuring of annual dues, to range from a minimum of $20 to a maximum of $10,000, in some cases a reduction of as much as 80%.

• Expanded membership base at the retail level.

• Establishing "sponsor members," companies who pledge support for a minimum three-year period.

• Doubled funds to be made available for public relations activities.

• Approved creation of a field organization, the first of which is the appointment of Harry Marcus, a former Sears, Roebuck manager, to work in the Chicago area, beginning in March.

■ Speaking frankly, Mr. Pfeifle said this week that AIMBW "never" reached a $2,000,000 goal; that the most it ever had pledged was a little more than $1,600,000 and this was accomplished by members pledging into a second year, although the total sum was never collected.

When he came in, the institute had 2,200 members, of whom about 1,000 were not paying dues. The list was trimmed realistically and today there are roughly 1,400 members, all dues-paying, with an increase of two to three daily, he said. #

Ad Bench Company Formed

Articles of incorporation have been filed for Colorado Bench Advertising Co., with the principal office to be located in Colorado Springs. Directors are Victor Heyliger, Joe D. Gault and David W. Cowen.

FTC Complaint Hits Magazines' Dealer Payoffs

(*Continued from Page* 1)

mission holds equally responsible, include blue-bloods of the popular magazine industry, with the mutually-owned Select Magazines Inc. cited for at least $234,500 in payments in 1957.

The commission's charges were spelled out in a dragnet of 13 separate complaints released today directed at Union News, American News, two major magazine distributing organizations, 16 top publishers and Bayuk Cigars Inc.

▪ FTC said the publishers covered by the complaints had sales totaling $256,000,000 in 1957, including $32,100,000 in retail sales on newsstands.

Cited by complaints, in addition to American News, Union News and Bayuk Cigars were Select Magazines Inc., and its six owner-publishers: (McCall Corp., Popular Science Publishing Co., Reader's Digest Assn., Meredith Publishing Co., Street & Smith Publications Inc. and Time Inc.); Curtis Publishing Co., and its two wholly-owned subsidiaries, Curtis Circulation Co. and American Home Magazine Corp.; Cowles Magazines Inc., Esquire Inc., New Yorker Magazine Inc., Newsweek Inc., U.S. News Publishing Corp., Hearst Corp., Macfadden Publications Inc., Fawcett Publications Inc. and Triangle Publications Inc.

▪ According to the complaints, American and Union solicited promotion allowances which were not available to other newsstand operators. The publishers, the distributing companies and the Bayuk Cigar company were charged with granting promotion allowances to favored outlets without making them available to others.

The commission charges that Union News and American News coerced publishers by threatening to discontinue purchasing and distributing their products, and there are known instances where the newsstand operator did discontinue purchasing and distributing from suppliers who refused to meet their terms.

As an indication of Union News and American News' bargaining power, the commission pointed out that Union News operates 1,500 newsstands in key railroad terminals, bus terminals, airports, hotels and office buildings.

▪ In its individual complaints against publishers, FTC pointed out that Union News and American News were not the only beneficiaries of promotion payments, although none of the other newsstands was served with a complaint.

▪ Other payments to American-Union included these: Curtis Publishing Co., $34,900; Hearst Corp., $31,000; Fawcett Publications, $21,000; Macfadden Publications, $19,000, and Esquire Inc., $13,000.

Select Magazines Inc. was alleged to have paid out a total of $231,000 for its six publisher-owners, including the $107,000 to American-Union. In addition it was charged with paying $3,500 to American-Union in behalf of U.S. News Publishing Corp.

Curtis Circulation Co. reportedly paid $60,632 in behalf of Curtis and *American Home*, with $34,06 traced to American Union.

Curtis Circulation was also reported to be the "conduit" for payments by Cowles, *Esquire*, *The New Yorker* and *Newsweek*. In complaints against these publishers, FTC showed payments of $15,152 by Cowles, including $9,568 to American-Union; $24,062 by Esquire, with roughly half of it going to American-Union; $13,000 by *The New Yorker*, all to American-Union; and $9,605 by *Newsweek*, most of it to American-Union.

▪ Of the remaining publishers, FTC showed payments only to American-Union for Macfadden ($19,000), Hearst ($31,000), and Fawcett ($21,000). It listed a total of $13,747 in payments by Triangle, including $2,679 to American-Union.

Bayuk is accused of illegally giving American-Union $9,500 in 1956 for special promotion displays and $700 a month since 1957 for advertising Bayuk's cigars (Phillies and Websters) on book matches.

Hearings for the publishers and magazine distributing organizations were tentatively set for April 14 in New York, while a hearing for American News Co. has been proposed for April 15 and for Bayuk Cigars Inc. on April 17. #

Newsstand Payoffs Deplorable, Vital, Says McCall's Tippett

(*Continued from Page* 1)

since individual publishers have been singled out. This is an industry problem and paying allowances is an industry-wide practice. If there's one guilty party, then everybody's guilty."

Mr. Tippett indicated that paying out favored allowances to get magazines on newsstands is a fact of publishing life.

"Everybody is paying off to somebody because if you want your magazine displayed on newsstands you have to pay a concession what could be considered a favored price."

▪ He said that a magazine is always given a choice when dealing with certain newsstand operators: "You either pay or you don't get on the newsstand."

While the usual allowance to newsstand operators is 20% of cover price, he said, most magazines pay an additional 10% to get on the stand, giving the dealer a 30% cut of the cover price. "It used to be about 10.5% but prices have gone up," said Mr. Tippett.

While Mr. Tippett agreed with FTC's use of the word "coercion" in its charge against the newsstand chains, he said some of the necessary kickbacks are legitimate.

▪ "One reason this practice exists—in addition to greed—is that the leases various newsstand operators have to sign in railroad stations and in airports make it impossible for them to make an adequate profit."

Irving S. Mannheimer, president of Macfadden Publications, said the FTC complaint has been turned over to the company's lawyers for study.

On the question of rebates, Mr. Mannheimer said he believes chain operators are entitled to rebates, but that payments should be uniform throughout the magazine industry.

"Chain operators usually pay much higher rentals for key stands than the independent," said Mr. Mannheimer, "and, as key operators, they are important to the industry and should receive a higher rebate."

▪ Among those listed by FTC as offenders, the following told Advertising Age they had no comment at this time: Curtis, Time Inc., Street & Smith, The New Yorker, Newsweek, Triangle, Meredith Publishing and Select Magazines. #

Last Minute News Flashes

Formfit Adds Tatham-Laird to Agency Lineup

Chicago, Feb. 20—Formfit Co. has added Tatham-Laird to its agency family. It has not yet been determined how the more than $1,000,000 in U. S. billings will be split. Formfit's two other American agencies—MacFarland, Aveyard & Co. and Clinton E. Frank Inc. (tv only)—will continue as before, as will the company's two foreign agencies, MacManus, John & Adams, Toronto (Canadian), and Foreign Advertising & Service Bureau, New York.

Ralston, Kimberly-Clark to Co-Sponsor CBS-TV Series

New York, Feb. 20—Ralston Purina Co., which is dropping "Bold Journey" (ABC-TV), and Kimberly-Clark will co-sponsor a new CBS-TV series, "Peck's Bad Girl," starting in the fall. Time and date will be selected later. The Monday-night ABC-TV hour, which "Bold Journey" shared with "Voice of Firestone," will be filled next season by a film, "Adventures in Paradise," with Firestone moving to a later spot.

Way Heads N. Y. Office of EWRR

New York, Feb. 20—Harry D. Way, who joined Erwin Wasey, Ruthrauff & Ryan from Warwick & Legler in 1958, has been named exec vp in charge of the agency's New York office. He replaces Frederick J. Wachter, who has left EWRR to join Knox Reeves, Minneapolis (*see story on Page* 28). Richard Cummins, vp and creative supervisor at EWRR, New York, has resigned to join Aitkin-Kynett Co., Philadelphia, as creative chief.

Cooper Moves from Schering to Mead Johnson

Bloomfield, N. J., Feb. 20—Herbert Cooper has resigned as international advertising manager of Schering Corp. to join Mead Johnson & Co., Evansville, Ind., in a similar capacity. Carl Larsen, advertising production manager, has also left Schering. Both of these departures follow the recent resignation of Dr. John McDonnell as vp in charge of advertising (AA, Feb. 2).

Newspaper Ad Spending Down 4.8% in '58: BofA

New York, Feb. 20—Ad spending in newspapers during 1958 was $721,200,000, down 4.8% from $757,401,000 spent the previous year, according to advance estimates by the Bureau of Advertising. Biggest loss was in the automotive category, with $160,800,000 spent in 1958, off 19.4% from 1957. Ad spending for grocery products in 1958 was $147,700,000, down 1.4% from $149,790,000 spent in 1957. Tobacco advertising gained 30.9% for a total of $36,100,000.

Dunbar Follows Johnstone to Richards Agency

New York, Feb. 20—The Dunbar division of Chemway Corp. has appointed Fletcher Richards, Calkins & Holden to handle its advertising, effective March 1. The agency will be handling Zonitors, Pretty Feet and three new products. The move from Dowd, Redfield & Johnstone follows a similar move by Edmund F. Johnstone, now exec vp of the Richards-C&H shop.

Pioneer Names Doner & Peck; Other Late News

• **Pioneer Industries**, Philadelphia manufacturer of men's leather accessories, jewelry and toiletries, has moved its advertising account from Wermer & Schoor Advertising, Philadelphia, to Doner & Peck, New York. A new campaign is being planned, using magazines and television.

• **Cowles Magazines**, New York, is studying the possibilities of two newsletters—one addressed to women, one to men. The newsletters carry the working titles, "His" and "Hers," among others. While the projects are tentative—just reaching the "dry run" stage, it is understood that each newsletter would cost $15 to $18 a year.

• **Newsprint Information Committee**, representing seven major newsprint producers, is undertaking a study to measure the effectiveness of newspaper advertising, in order to "better the competitive position of newspapers as a medium."

• **Southwestern Industrial Electronics Co.**, Houston, a division of Dresser Industries, moved its advertising account to Richard L. Minns, Allstate Advertising Inc., Houston, Feb. 20. Stonedale-Jones Advertising Agency, which was absorbed two weeks ago by McCarty Co. (AA, Feb. 9), was the previous agency. Advertising Age erroneously reported at that time that the Dresser unit was shifting to McCarty with other Stonedale-Jones accounts.

• **The Missouri legislature** is considering a bill which would require persons selling cigars or cigarets to insert in each box or package a card warning that excessive smoking may cause cancer.

• **Cancelation of Lawrence Welk's** Wednesday night radio-tv show (ABC) as of May will have as its principal consequence the reversion of all Plymouth billing to N. W. Ayer & Son (Grant Advertising handled the Welk show for Plymouth). Ayer handles everything for Plymouth but the Welk show and probably will add more than $5,000,000 in billing when Plymouth selects another tv property to replace Welk. Grant has billed on the Welk show since Plymouth started using it in September, 1956.

• **McGraw-Hill Publishing Co.**, New York, has been accused of distributing a series of sales promotion articles in 1953 which were designed to divert advertising from *Mart* to McGraw-Hill's *Electrical Merchandising*. Maurice Clements, Spring Lake, N. J., whose Caldwell-Clements Co. published *Mart* from 1953 to April, 1954, filed the antitrust suit in New York federal court, seeking treble damages of $443,217. McGraw-Hill termed the legal action "ridiculous."

• **MacManus, John & Adams**, Bloomfield Hills, Mich., has appointed Robert E. Britton, vp, executive director of its newly consolidated marketing, media and research department.

• **Reports that H. Leslie Atlass** will retire soon as CBS vp and general manager of WBBM and WBBM-TV, Chicago, popped up again this week, following the move of George J. Arkedis from general sales manager of WBBM-TV to vp in charge of CBS Radio network sales, New York. Reports indicate that Frank Atlass, now director of programs for WBBM-TV, will fill Arkedis' former post as a stepping-stone to becoming general manager when his father retires. Mr. Arkedis replaces John Karol, who moves up to vp in charge of planning and development, a new position.

Gerald M. Millar

Millar Named Ad Manager in Buick Merchandising Unit

Flint, Mich., Feb. 19—Gerald M. Millar, formerly vp and account executive of Brooke, Smith, French & Dorrance, Detroit, has been named advertising manager in the merchandising department of the Buick Motor division of General Motors Corp., a new post.

Further reorganization in the merchandising department includes the appointments of Henry A. Clark sales promotion manager, Vincent D. Valek assistant advertising manager, Ross W. Crawley sales training manager and John J. Kostka exhibits and display manager. #

John J. Louis, 63, Retired NL&B Exec, Dies in Palm Springs

Palm Springs, Cal., Feb. 20—John J. Louis, 63, formerly a senior vp of Needham, Louis & Brorby, Chicago, died last evening, apparently of a stroke, at Desert Hospital.

John J. Louis

Mr. Louis spent most of his advertising career at NL&B, having joined the agency in 1929. He retired on Nov. 30, 1957.

At the time he joined, the original Maurice H. Needham Co., formed in 1925, was reorganized as Needham, Louis & Brorby. Mr. Louis took with him to NL&B the S. C. Johnson & Son account, which he handled at Frey. NL&B still handles about a third of the account.

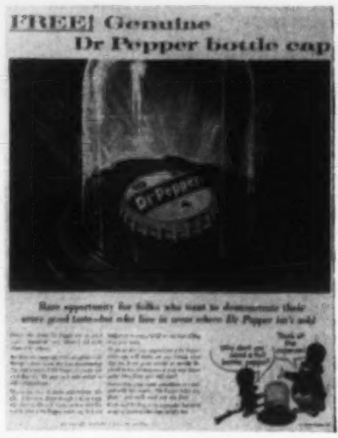
Prior to his 28-year association with NL&B, Mr. Louis served from 1925 to 1929 with Charles Daniel Frey Co., also Chicago, becoming a vp there. From 1920 to 1925 he had been a space salesman for Hearst.

Following his retirement, Mr. Louis opened an office in Chicago as an ad consultant. Early this year he was appointed ad counsel for Pure Oil Co.

Mr. Louis is survived by his wife, sister of H. F. Johnson, chairman of S. C. Johnson, and three sons: John Jr., vp in charge of international public relations at Johnson; Herbert J. (Tim), a doctor in Oak Park, Ill., and Michael W., Station KTAR, Phoenix, of which Mr. Louis was the major stockholder.

GILBERT G. LA GORCE

Washington, Feb. 20—Gilbert G. La Gorce, 48, director of advertising of *National Geographic Magazine*, died this morning of a heart attack. He is the son of John Oliver La Gorce, former president and now vice-chairman of the board of *National Geographic*. Gilbert La Gorce joined the publication in 1932. He switched to the advertising staff and was stationed in New York until 1952, when he returned to Washington as director of advertising.



FREE CAPS—*The Dr. Pepper Co. offers readers a free bottle cap of the soft drink in this color page in the current Life.*

Dr. Pepper Sets 'Life' Ads, Aims to Invade North

(Continued from Page 3)

on your mantle or casually displayed as the centerpiece at your next dinner party. They'll be wild with envy."

■ Another ad, slated to run April 13, carries this headline: "Accept substitutes (as if there were any)." The copy states in part: "However, if Dr. Pepper isn't available in your town, please bear up and drink something until we can get there. Accept substitutes. It would be bad for the soft drink industry if folks just sat around drinking nothing until the glorious day Dr. Pepper arrived."

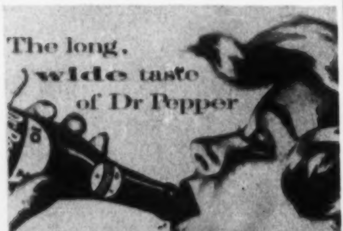
A third ad, scheduled to appear in the June 22 *Life*, offers readers an official license to drink the product any time. The copy states in part that ad emphasis on drinking the beverage at 10, 2 and 4 "has led some folks to think that it's illegal to drink Dr. Pepper at 2:30 or 6:15 or midnight. That's ridiculous. It's not only legal, but downright clever of you to reach for a Dr. Pepper whenever you want something bright, refreshing and different-tasting to go with food or fun."

The other ad carries the headline, "The long, wide taste of Dr. Pepper." The copy reads in part: "Dr. Pepper isn't one of those timid, tip-of-the-tongue drinks. It has a taste that's W-I-D-E enough to cover the far corners of a big thirst . . . L-O-N-G enough to reach clear down to where laughter begins. There's nothing else in the long, wide world that tastes like Dr. Pepper."

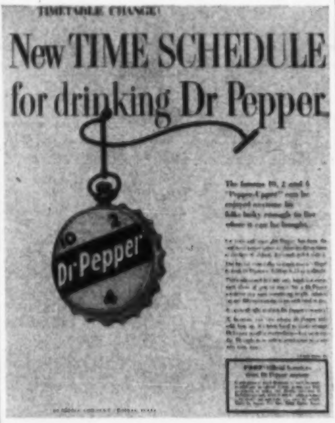
The Dr. Pepper Co. has been conducting a vigorous campaign to achieve more distribution for the past year. During this period, the company has moved into New York, Chicago and Detroit, among other markets.

Although the company has been selling the soft drink product for 74 years, most of its distribution throughout the years has been south of the Mason-Dixon line. The company claims that Dr. Pepper ranks fourth in sales behind Coca-Cola, Pepsi-Cola and Seven-Up, although it is the only one of the four companies without national distribution.

Grant Advertising, Chicago, is Dr. Pepper's agency. #


The long, wide taste of Dr Pepper
Dr Pepper

THE NEW TASTE—*Dr. Pepper is described as the long, wide taste in this offbeat page, scheduled to run in the Aug. 24 Life.*


TIMETABLE CHANGE!
New TIME SCHEDULE for drinking Dr Pepper
10
2
4
Dr Pepper

DRINKING LICENSE—*In this June 22 Life ad the Dr. Pepper Co. offers readers an official license to drink their soft drink.*

Farm Publication Advertising Off 6.55% in '58

CHICAGO, Feb. 17—Farm publication advertising for 1958 dropped to $48,899,491 from the 1957 figure of $52,324,397—down 6.55%—according to Farm Publication Reports in its annual summary (AA, Feb. 16).

However, expenditures of major advertisers in the field remained relatively stable with the top 200 advertisers in 1958 spending $34,218,044, compared to the same advertisers' expenditures in 1957 of $34,459,826.

■ In this year's list of top spenders, General Motors Corp. took over the top spot from Ford Motor Co., though both decreased their expenditures in 1958.

A total of 3,054 advertisers appeared in the 37 FPR member publications last year. Of these, 294 spent $25,000 or more; 96 spent $100,000 or more. The 96 represented only 3% of the 3,054 advertisers but accounted for 57% of the ad revenue.

A list of the top 200 farm publication advertisers appears in the adjoining columns. #

200 Leading Spenders in Farm Papers, 1958

		Expenditures	
Rank	Advertiser	1958	1957
1.	General Motors Corp.	$ 1,630,801	$1,823,911
2.	Ford Motor Co.	1,565,603	1,892,689
3.	International Harvester Co.	1,514,069	1,115,422
4.	American Cyanamid Co.	988,110	1,493,218
5.	J. I. Case Co.	976,974	453,828
6.	Massey-Harris-Ferguson	868,205	520,093
7.	Chas. Pfizer & Co.	723,697	994,445
8.	Ralston Purina Co.	714,472	541,913
9.	Deere & Co.	616,972	659,083
10.	Goodyear Tire & Rubber Co.	549,883	539,243
11.	American Telephone & Telegraph	488,798	462,624
12.	Chrysler Corp.	444,463	466,705
13.	Allis Chalmers Mfg. Co.	442,285	586,954
14.	Eli Lilly & Co.	442,280	201,056
15.	Firestone Tire & Rubber Co.	425,313	467,969
16.	R. J. Reynolds Co.	401,126	335,209
17.	General Electric Co.	376,481	360,442
18.	Rexall Drug Co.	367,225	445,851
19.	Champion Spark Plug Co.	352,410	356,396
20.	DeKalb Agricultural Assn.	351,916	329,757
21.	General Mills	336,491	581,962
22.	New Holland Machine Co.	333,802	307,598
23.	Olin Mathieson Chemical Corp.	333,014	279,794
24.	Standard Brands	327,016	188,007
25.	Phillips Petroleum Co.	324,679	265,023
26.	Allied Chemical & Dye Corp.	309,642	350,157
27.	Texas Co.	304,355	232,900
28.	U. S. Steel Corp.	301,911	386,005
29.	Dr. Hess & Clark	293,833	162,343
30.	Merck & Co.	269,262	184,872
31.	Standard Oil Co. Ind.	266,940	351,221
32.	Oliver Corp.	264,555	238,895
33.	Socony Mobil Oil Co.	260,346	311,605
34.	New York Life Insurance Co.	258,960	245,985
35.	Gambles Stores	250,416	179,931
36.	Armour & Co.	247,553	314,527
37.	Carnation Co.	237,725	282,946
38.	Western Auto Supply Co.	233,070	422,117
39.	Avco Mfg. Co.	233,038	204,186
40.	American Home Products Corp.	230,312	166,808
41.	American Tobacco Co.	225,288	187,795
42.	Abbott Laboratories	222,973	145,480
43.	E. I. DuPont de Nemours & Co.	222,701	229,188
44.	State Farm Insurance Co.	206,200	92,500
45.	Shell Oil Co.	204,913	193,302
46.	B. F. Goodrich Co.	202,177	82,553
47.	Monsanto Chemical Co.	198,303	381,489
48.	Continental Oil Co.	190,128	177,893
49.	Moorman Mfg. Co.	183,651	164,967
50.	Quaker Oats Co.	177,610	230,900
51.	McCulloch Motors Corp.	166,153	106,797
52.	Minneapolis-Moline Co.	164,509	155,621
53.	Campbell Soup Co.	163,347	187,221
54.	Johnson & Johnson	158,845	373,966
55.	Skelly Oil Co.	158,534	105,552
56.	General Foods Corp.	156,989	215,471
57.	Norwich Pharmacal Co.	156,672	164,609
58.	Kraft Foods	156,561	———
59.	Cities Service Co.	156,302	146,276
60.	Morton Salt Co.	150,698	167,990
61.	Food Machinery & Chemical Corp.	150,440	156,800
62.	Dr. Salsbury's Laboratories	150,083	76,707
63.	Northrup, King & Co.	149,538	126,199
64.	Spencer Chemical Co.	144,579	117,166
65.	Colgate-Palmolive Co.	141,556	118,949
66.	Babson Bros. Co.	141,294	163,844
67.	Gehl Bros. Mfg. Co.	140,674	99,779
68.	Equitable Life Assurance Society	139,469	217,969
69.	Funk Bros. Seed Co.	136,911	117,464
70.	Allied Mills	132,321	96,585
71.	Sinclair Refining Co.	130,681	233,880
72.	Keystone Steel & Wire Co.	129,754	138,195
73.	Caterpillar Tractor Co.	129,437	149,093
74.	Farmhand Co.	129,248	44,141
75.	Pioneer Hibred Corn Co.	127,811	103,084
76.	Vitasafe Corp.	126,366	74,336
77.	National Steel Corp.	126,283	119,577
78.	Nutrena Mills	124,786	323,230
79.	Lever Bros. Co.	122,774	922
80.	Assn. of American Railways	122,135	119,424
81.	Eaton Mfg. Co.	121,450	153,565
82.	Honeggers & Co.	119,043	79,126
83.	Swift & Co.	118,488	230,784
84.	Borg Warner Corp.	117,918	132,115
85.	American Electric Light & Power Co.	117,657	189,745
86.	Westinghouse Electric Corp.	116,535	151,159
87.	DeLaval Separator Co.	116,164	229,577
88.	Murphy Products Co.	114,265	78,481
89.	Schering Corp.	114,072	———
90.	Virginia-Carolina Chemical Corp.	109,099	150,416
91.	Illinois Farm Supply Co.	108,037	94,673
92.	Portland Cement Assn.	107,464	115,468
93.	Dairy Equipment Co.	106,252	96,942
94.	Armco Steel Corp.	104,574	105,082
95.	Ft. Dodge Laboratories	103,855	87,633
96.	Stauffer Home Planning Co.	100,562	33,936
97.	LP-Gas Information Service	96,304	108,090
98.	Brillion Iron Works	95,373	69,497
99.	F. E. Myers & Bros. Co.	92,358	85,824
100.	Andrew Jergens Co.	92,225	135,400
101.	Butler Mfg. Co.	91,545	50,426
102.	Pillsbury Mills	90,206	154,856
103.	Dow Chemical Co.	89,703	156,716
104.	Seven-Up Co.	89,250	86,400
105.	J. R. Watkins Co.	88,561	81,765
106.	Behlen Mfg. Co.	88,459	107,356
107.	Wirthmore Feed Co.	86,288	60,721
108.	American Agricultural Chemical Co.	84,062	55 553
109.	A. O. Smith Corp.	83,596	54 860
110.	Pfister Associated Growers	78,869	84,491
111.	Land O'Lakes Creameries	78,727	81,098
112.	Homelite Corp.	77,310	174,020
113.	Radio Corp. of America	76,217	109,263
114.	Chemagro Corp.	75,499	14,846
115.	Automatic Equipment Co.	75 094	24,088
116.	James Mfg. Co.	73,950	84,605
117.	Western Condensing Co.	73,834	81,383
118.	Pepsi-Cola Co.	73,332	70,000
119.	Sherwin-Williams Co.	72,967	40 385
120.	Gulf Oil Corp.	72,518	43 680
121.	Wisconsin Motor Corp.	72,019	77,284
122.	Weyerhaeuser Sales Co.	71,967	112,547
123.	Oelwein Chemical Co.	69,692	44,010
124.	Kewanee Machinery & Conveyor Co.	69,494	69,347
125.	Coats & Clark Sales Corp.	69,455	156,900
126.	Farm Bureau	69,402	52,066
127.	Aluminum Co. of America	67,391	213,296
128.	McMillen Feed Mills	66,839	57,687
129.	McKesson & Robbins	65,705	177,100
130.	Ambassador College	65,670	14,850
131.	Amchem Products	65,636	———
132.	Kelly-Springfield Tire Co.	64,800	63,000
133.	Char-Lynn Co.	63,090	4,453
134.	Helzberg's Jewelry Stores	62,458	5,700
135.	Union Carbide Corp.	61,931	110,863
136.	Commercial Solvents Corp.	61,842	203,699
137.	Outboard Marine	61,390	42,575
138.	Electric Auto-Lite Co.	60,881	81,825
139.	Midland Cooperative	60,454	69,450
140.	California Spray-Chemical Corp.	60,389	64,449
141.	John W. Eshelman & Sons	59,096	46,809
142.	Bristol-Myers Co.	58,769	199,719
143.	Carey Salt Co.	58,394	39,766
144.	H. D. Lee Co.	58,337	44,292
145.	A. E. Staley Mfg. Co.	57,418	17,031
146.	International Salt Co.	57,334	55,893
147.	International Milling Co.	56,913	28,906
148.	Hartford Fire Insurance Co.	56,050	74,320
149.	Stark Bros. Nurseries & Orchard Co.	55,382	56,942
150.	James Cunningham & Son Co.	55,077	28,554
151.	Sears, Roebuck & Co.	54,524	5,107
152.	Asphalt Institute	54,330	63,000
153.	International Minerals & Chemicals	54,246	52,129
154.	Lundell Mfg. Co.	54,191	35,594
155.	Cargill Inc.	53,994	105,209
156.	Timkin Roller Bearing Co.	53,895	85,993
157.	W. F. Young Inc.	53,700	39,637
158.	R. T. French Co.	52,400	50,850
159.	Knights of Columbus Supreme Council	52,232	24,352
160.	Blue Bell Inc.	51,805	5,840
161.	Balfour Guthrie & Co.	51,714	47,355
162.	Pennsylvania Grade Crude Oil Assn.	51,600	44,261
163.	Zenith Radio Corp.	51,420	38,900
164.	Fox River Tractor Co.	50,611	46,169
165.	Cooperative GLF Exchange	50,464	42,268
166.	Wright Power Saw & Tool Corp.	50,255	31,915
167.	Sperry & Hutchinson Co.	49,935	2,997
168.	Starline Inc.	49,800	41,166
169.	Wilson Refrigeration	49,173	36,348
170.	Myzon Inc.	48,473	88,341
171.	Olson Rug Co.	48,445	46,186
172.	Bethlehem Steel Co.	48,141	108,538
173.	Fairbanks Morse & Co.	47,736	86,331
174.	Kimber Farms	46,844	28,710
175.	Papec Machine Co.	46,250	49,469
176.	Oyster Shell Products Corp.	45,981	44,849
177.	Colorado Fuel & Iron Corp.	45,868	62,966
178.	U. S. Rubber Co.	45,271	125,290
179.	Atlas Supply Co.	45,250	122,950
180.	Anaconda Copper Co.	45,018	32,315
181.	Pittsburgh Plate Glass Co.	44,910	46,800
182.	Badger Northland Inc.	44,651	27,656
183.	Armstrong Rubber Co.	44,500	41,640
184.	Sterling Drug	44,220	98,162
185.	Armstrong Cork Co.	44,056	51,815
186.	Avon Products	43,990	———
187.	Container Corp. of America	43,937	42,305
188.	Heisdorf & Nelson	43,874	44,933
189.	Perfect Circle Corp.	43,300	46,240
190.	Garst Co.	43,140	23,838
191.	Borden Co.	42,860	122,060
192.	Siegler Corp.	42,828	54,106
193.	F. S. Royster Guano Co.	42,587	25,708
194.	Sunray Mid-Continent Oil Co.	42,537	62,776
195.	Esso Standard Oil Co.	42,090	58,112
196.	Dairy Assn. Co.	42,077	18,376
197.	Farnam Co.	41,879	15,580
198.	Coast to Coast	41,874	53,058
199.	Douglas Fir Plywood Assn.	41,770	12,341
200.	Consumers Cooperative	41,744	51,323
	Total	$34,218,044	$34,459,826

Chapman Opens in Chicago

Paul H. Chapman Co., media broker, has opened a Chicago office to serve the midwestern area at 205 W. Wacker Dr. W. F. Stover, formerly sales promotion manager of Aeroproducts Operations, General Motors Corp., Dayton, O., heads the office. Chapman specializes in the sale of radio and tv stations and newspapers.

Morton Simon Is the Name

In a story about the mid-winter conference of the Advertising Federation of America (AA, Feb. 16), ADVERTISING AGE incorrectly referred to Morton Simon, authority on advertising law and counsel for the Poor Richard Club, Philadelphia, as Robert Simon.

Farm Publications Advertising Expenditures by Classes

1958 and 1957

(37 Farm Publications)

Source: Farm Publication Reports Inc.

	1958	1957
AGRICULTURE	$23,858,990	$23,734,538
General & Industrial Equipment	1,048,576	1,275,790
Irrigation Systems, Equipment & Supplies	464,769	818,999
Farm & Crop Equipment	4,553,794	3,426,061
Farm Tractors	3,310,677	3,012,025
Dairy, Poultry & Livestock Equipment	1,688,648	1,731,291
Dairy, Poultry & Livestock Feed	3,508,852	3,620,390
Dairy, Poultry & Livestock Health Products & Services	3,767,103	4,118,357
Agricultural Chemicals & Fertilizers	3,237,932	3,433,662
Pest Control	128,316	117,347
Seeds, Bulbs & Plants	1,533,977	1,438,391
Miscellaneous	616,346	742,225
AUTOMOTIVE	5,627,240	6,061,343
Cars & Bodies	824,272	1,101,588
Trucks, Buses, Etc.	2,115,973	2,109,922
Industrial & Garden Tractors	119,022	108,467
Tires & Tubes	1,470,163	1,465,349
Accessories & Equipment	1,097,810	1,276,017
AVIATION	239	9,150
BEER & WINE	11,249	17,159
CLOTHING	450,746	473,981
CONSTRUCTION	2,865,241	3,325,210
Building Materials	1,732,852	2,015,945
Major Systems & Appliances	368,246	431,205
Fencing	459,728	565,431
Paints & Varnishes	304,415	312,629
DRINKS & SWEETS	178,627	157,091
SERVICES & COOPERATIVES	1,242,474	1,442,817
DRUG & TOILET PRODUCTS	1,688,169	2,574,459
Cosmetics & Health	464,127	688,814
Medical	1,224,042	1,885,645
ENTERTAINMENT	51,851	58,721
FOOD & FOOD PRODUCTS	1,894,570	2,464,122
Ingredients	959,527	1,309,666
Canned & Packaged Foods	480,013	538,141
Beverages	157,891	164,724
Miscellaneous	297,139	451,591
GAS, OIL, ETC.	2,113,268	2,290,805
HOUSEHOLD EQUIPMENT & SUPPLIES	1,575,317	2,121,500
Major Appliances	1,045,556	1,472,443
Minor Appliances	529,761	649,057
HOUSEHOLD FURNISHINGS	411,740	464,659
INSURANCE & FINANCE	982,330	969,417
JEWELRY & OPTICAL SUPPLIES	70,523	93,518
OFFICE EQUIPMENT, ETC.	22,170	10,419
PUBLIC RELATIONS	63,896	151,444
PUBLISHING & MEDIA	564,577	443,950
RADIO STATIONS	62,498	82,270
RADIOS & MUSICAL INSTRUMENTS	124,491	297,123
RETAIL & MAIL ORDER HOUSES	746,580	901,495
SMOKING SUPPLIES	665,937	690,542
SOAPS, DETERGENTS, CLEANSERS & POLISHES	313,735	271,795
SPORTING GOODS & TOYS	343,921	403,710
TRAVEL & RESORTS	258,700	259,101
Transportation	242,004	239,520
Accommodations	16,696	19,581
MISCELLANEOUS	219,681	135,131
TOTAL COMMERCIAL ADVERTISING	46,408,760	49,905,470
POULTRY DISPLAY ADVERTISING	951,227	884,443
LIVESTOCK ADVERTISING	408,625	418,996
CLASSIFIED ADVERTISING	1,130,879	1,115,488
GRAND TOTAL	48,899,491	52,324,397

Coca-Cola Schedules 'Heaviest' Ad Barrage

(Continued from Page 3)

"naturally." In one scene the camera might take a swing up Broadway, where there is a big Coke sign. In one of the Marge and Gower Champion dance sequences, someone might be shown drinking a bottle of Coke.

Mr. Foley emphasized that this kind of treatment would be possible only for Coca-Cola—not for any other client. "Coke is ubiquitous," he said. "Wherever you go, you see it. So what could be more natural?"

▪ In addition to the Champions, Herb Shriner and Genevieve have been signed for the first telecast. The agency has been looking for an emcee who "would express the Coca-Cola personality," but has not found one yet, and the show may be presented without one.

The television theme, "America pauses," will be reiterated in a series of seven color spreads Coke will run in *Life*, *Look* and *The Saturday Evening Post*. The first of these, "America pauses for party time," ran in the first February issues. The next, "America pauses for springtime," will run next month, prior to the springtime television show. This is the most extensive use of spreads in Coca-Cola advertising history.

In all 1959 ads the slug, "The pause that refreshes," will be prominent. Natural photography, which Coke began using heavily last year, will be a feature of all the print advertising. The basic copy platform will be, "Be really refreshed."

▪ Coke's magazine list has been expanded considerably for the big 1959 push. Nine general magazines have been added to the schedule: *Better Homes & Gardens*, *Good Housekeeping*, *Holiday*, *Ladies' Home Journal*, *Look*, *McCall's*, *The New Yorker*, *Sports Illustrated* and *Time*.

Holdovers from the '58 schedule are *Life* and *The Saturday Evening Post*, in both of which Coca-Cola owns 13 back-cover franchises; *Ebony* and *National Geographic Magazine*, four youth books *(American Girl*, *Boys' Life*, *Scholastic* and *Seventeen)* and two supplements *(The American Weekly* and *This Week Magazine)*.

The expanded magazine list means greater expenditures, but it is not entirely new money. Coke was very heavy last year in the supplements, and this medium will get less in 1959.

Other facets of the 1959 campaign:

• **1.** The "cook's cruise" promotion, linking Coke with fast-moving grocery items (AA, Feb. 2)—a natural, points out one observer, in view of Pepsi's concentration on the low-calorie theme.

• **2.** Signing of the McGuire sisters to sing the Coke commercials on radio and television (AA, Jan. 12).

• **3.** "Hi Fi Club" radio programs being sponsored by Coke bottlers all over the country. There are now 297 stations carrying these disc jockey shows, in which prizes, membership cards and buttons are given away. The programs are put on by the bottlers under a co-op marketing agreement with the parent company. #

'Houston Chronicle' Names Mossberger Ad Director

Harold W. Mossberger has been appointed advertising director of the *Houston Chronicle*, succeeding R. W. McCarthy, who has retired after 34 years with the *Chronicle*. Mr. Mossberger, a former member of the *Chronicle* staff, formerly was retail advertising manager of the *Houston Post*. At one time, he was manager of the *Chronicle's* magazine, *Texas*.

H. W. Mossberger

Mr. McCarthy started with the *Chronicle* in 1924 as national advertising manager.

Sevyne Co. Names Cincibus

George Cincibus, formerly with Emil Mogul Co. (now Mogul, Lewin, Williams & Saylor), New York, has joined S. A. Levyne Co., Baltimore, as copy director.

Plibrico Appoints

Plibrico Co., Chicago boiler, incinerator and furnace maker, has appointed Robertson, Buckley & Gotsch, Chicago, to handle its advertising and publicity.

Pepsi Sets New Marketing Unit; Durkee Is Head

(Continued from Page 3)

of Alfred N. Steele, board chairman, Mr. Barnet and Emmett R. O'Connell, exec vp.

Mr. Durkee said today that Pepsi and its bottlers plan to spend close to $30,000,000 on advertising this year, compared to about $25,000,000 in 1958.

Mr. Durkee will have under his wing every corporate department relating to the sale of Pepsi-Cola through the 550 U.S. bottlers. These functions include sales, advertising, equipment development, market research, national accounts, syrup sales, promotion, training, new products, new markets, product control, plant engineering and the field marketing staff.

▪ Pepsi said the new organization was dictated by the growth of the company (sales have increased 160% since 1950) and by the need to meet the changing marketing conditions in an expanding economy.

The company said it expects to sell 30,000,000 more persons in the next 10 years. Mr. Durkee noted that the lead of "our principal competitor," at one time a 5-to-1 margin, has now been cut to "a little less than 2-to-1."

Mr. Durkee's "chief of staff" in the new organization will be John J. Soughan, who has been named director of marketing services. As head of the marketing services group, Mr. Soughan will be responsible for the creation and production of all advertising and promotional tools. In addition, new product development, new market development and syrup sales departments will report to him.

Philip Hinerfeld

John Soughan

Mr. Soughan, who has been associated with Pepsi for 14 years, returned to the company as advertising director last August, after a brief stint as Pepsi creative director at Kenyon & Eckhardt.

▪ Another recent recruit from K&E is Philip B. Hinerfeld, who has replaced Mr. Soughan as ad director. He, too, is an old Pepsi hand, having worked at the old Biow agency, K&E's predecessor on the account. At K&E, Mr. Hinerfeld worked principally on Lever Bros. Reminded today that he had worked with Milton Biow for 15 years, Mr. Hinerfeld said, "Yes, and I have the thyroid to show for it."

Under the new organization, Charles N. Baker, formerly vp in charge of national accounts, will be director of promotions, although his functions will remain the same. The market research department, under Seymour Lusterman, will be separated from the Soughan group, to report directly to Mr. Durkee.

Pepsi confirmed today that it is interested in broadening its base by adding new drinks to its one-product line. A lemon-lime drink is ready to go to market now, but the company has had difficulty in selecting a name. It had to scrap its first choice, Duet, when it discovered that Swift & Co. was ready to market a new margarine under this name. Kenyon & Eckhardt will be handling the new drink.

▪ Asked whether the company is disturbed that bottlers on the West Coast have recently appointed agencies other than Kenyon & Eckhardt to handle their accounts, Mr. Durkee said no. "We feel that the bottlers have a perfect right to select their own agencies," he said.

Pepsi, ADVERTISING AGE learned, will hold a series of nine Ad-o-Ramas for bottlers next month. The meetings, designed to sell the bottlers on the importance of advertising and to instruct them on all phases of advertising, will take place, beginning March 9, in San Francisco, Denver, Dallas, Atlanta, Chicago, Columbus, Albany, Chattanooga and Washington.

Messrs. Steele, Barnet, Durkee, Soughan and Hinerfeld, plus K&E personnel, will attend all of the meetings. #

Adman in the News

(Continued from Page 3)

marketing post at Pepsi, Dick Burgess resigned as vp in charge of domestic operations to join another bottler, Nehi.

"Coca-Cola was becoming monstrous in those days," Mr. Durkee recalls. "It was like working for the railroad. They never fired anyone but the opportunity was not very great."

▪ Under the Steele-Barnet management, Mr. Durkee found opportunity at Pepsi. He was sent first to the company-owned bottling plant in Philadelphia as assistant general manager. In less than a year he was transferred to Columbus, O., as assistant regional manager, becoming manager in February, 1951.

Mr. Durkee headed this four-state (Michigan, Ohio, Indiana and Kentucky) region for four years. When he began, Pepsi sales in the region were 13,000,000 cases; they tripled under his management.

In May, 1955, Pepsi sent Mr. Durkee to Chicago, where he took over as vp in charge of the newly organized central division, covering 12 midwestern states. This is a strong Pepsi sales territory—Chicago is one of the big metropolitan areas where the company claims to outsell Coke—and Mr. Durkee traveled the region for three years, helping bottlers with their marketing problems. His record was outstanding enough to get the big call from New York last May.

▪ Like many a harried business executive, Mr. Durkee has had little time recently for anything but business. He confesses somewhat shamefacedly that he has not had the opportunity to take up any hobbies. He "loves to play bridge," and he likes golf, but he points out that he has spent so much time on the road that when he does get home he devotes that spare time to his family.

Mr. Durkee was married in 1943 to the former Katharine Barber, a Lansing girl. They met at the Michigan State "frosh frolic." The Durkees have three children, a 12-year-old girl and two boys, nine and four. When they were in Chicago, the Durkees lived in Park Forest. They now live in Manhasset, on Long Island. #

Zlowe Boosts Sutton

Milton Sutton, creative director of Zlowe Co., New York, has been named senior vp and a director. He joined the agency as a copywriter 13 years ago. In addition, Lee Babin and Leonard Spring, account executives, have been named vps and Pauline Mann, media director, has been appointed secretary-treasurer. Zlowe also has been named to handle advertising for Paper Novelty Mfg. Co., Stamford, maker of Dubl-Glo holiday decorations and greeting cards.

B+C

. . . means

Bertsch + Cooper

. . . it also means

Chicago's

largest, complete

typographic service

facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

Beirn Succeeds Abrams as Top Revlon Adman

(Continued from Page 1A)

including the company's fragrance line, Sun Bath, Baby Silicare, Love Pat compact makeup and the complete Revlon treatment line, including the recently launched Ultima (priced at $12.50 and $20).

With Mr. Beirn's departure, LaRoche has shifted back to the setup it had prior to his arrival 13 months ago. Mr. LaRoche, treasurer and chairman of the executive committee, resumes his post as board chairman. James Webb, who was chairman, returns to the presidency. "There will be no changes in responsibility in our organization," Mr. LaRoche said.

The Revlon account group, headed by James Roscoe for the past several years, will continue as before, he added.

■ For Mr. Beirn, the Revlon assignment is his first job on the client side of the table—and it would be difficult to pick a field, or a client, where the demands are tougher. Revlon has scattered agencies and admen far and wide while clawing its way to the top of the cosmetics business. But Mr. Beirn has held several touchy jobs in recent years.

After 13 years with various agencies, including Grant and Dancer-Fitzgerald-Sample, he joined the Biow Co. in 1948 as exec vp and was named president in 1953, as the agency changed its name to Biow-Beirn-Toigo.

Following testimony that year in a San Francisco courtroom by Milton Biow that he had paid $100,000 to lobbyist Arthur Samish (since convicted) to get and hold the Schenley account, the agency hit upon difficult times. And at the end of 1955 it was announced that Mr. Beirn was leaving, because Milton Biow was resuming active responsibility for agency operations. A few months later, B-B-T began dissolving.

■ Mr. Beirn went to Ruthrauff & Ryan, then a troubled agency, as exec vp in charge of plans and creative services, and less than nine months later, in October, 1956, was named to his second agency presidency.

One year after that he participated in the biggest merger in advertising history, which created Erwin Wasey, Ruthrauff & Ryan, with Mr. Beirn as senior vp. Two months later he resigned.

In January, 1958, he joined his brother-in-law's agency as president.

"When a good man leaves to join a good client, we both gain something," Mr. LaRoche commented this week. "It is with personal regret that I view Ken's departure, but I'm happy we will still be working with him."

LaRoche can be considered one of Revlon's older agencies. In the 1957 breakup with Batten, Barton, Durstine & Osborn, it picked up enough additional billings to give it an estimated $5,000,000 chunk of Revlon. Total billings for that year were reported at nearly $13,000,000. Elsewhere in today's issue the company's 1958 billings are reported at $15,000,000.

Mr. Beirn is vacationing in Ireland before moving into his new office March 2. #

'Good House' Revenue Up

Good Housekeeping has reported the highest first quarter revenue in its history, $4,320,500, as against a previous high of $4,267,482 set in the like period in 1958.

Clean 3 times faster with new Eureka Vibra-Beat Cleaner
EUREKA
Vibra-Beat

VIBRA-BEAT—*This color page in Parade March 8 kicks off a spring drive for Eureka Williams Corp., which runs in supplements, magazines and on tv in the New York area. Trade advertising is also being used. Earle Ludgin & Co., Chicago, is the agency.*

Disagreements with CBS Not Reason for Sabbatical: Murrow

(Continued from Page 1A)

tegration situation at Norfolk, Va.

Mr. Murrow's letter to the network indicated that he will be willing to continue producing the "Small World" filmed conversations and to appear on the Olin Mathison-sponsored program, "As Opportunity Affords." Next fall Arthur Godfrey will replace him as the interviewer on "Person to Person," which is co-sponsored by Revlon and Kent cigarets.

A possible future sponsor conflict was avoided this week when Toni quit as co-sponsor of Mr. Godfrey's Tuesday night telecast. The redhead has been associated with this cosmetics company for several years. His other Tuesday-night sponsor, Pharmaceuticals, continues.

■ Mr. Murrow's radio time will probably be filled by an extension of "The World Tonight," a round-up of on-the-spot news reports from abroad.

As soon as the news of Mr. Murrow's action broke, there was a good deal of speculation about the "real reasons" behind his leaving CBS—even for a brief period. Some sources hinted that his contract with the network, for which he has worked since 1935, would be up at the end of the year's leave.

Mr. Murrow gave his answer in an interview on CBS-TV news. He indicated that he had disagreed with the CBS management from time to time during his long career, but he said he had no other reasons for leaving than those given in his letter to Frank Stanton, CBS president—that is, that he wanted a year for contemplation and travel.

He would not say how long his "long-term" contract with CBS runs, but he did comment on the reports that he would not return to CBS after the leave. His answer was that he is a man who is "accustomed to doing what he says he will." In his letter Mr. Murrow wrote: "I would propose to return for fulltime duty at CBS on July 1, 1960." #

Borden Shifts Two

Sam D. Thompson, vp of Borden Foods Co. formerly in charge of advertising and sales promotion, has been assigned to develop and direct an industry relations program for this division of Bordon Co. William H. Ewen, formerly national advertising manager of printed media in the general advertising department, assumes Mr. Thompson's former responsibilities as director of advertising and promotion for the division's entire line.

Show U. S. How Ads Build Discontent, Aid Economy: Stebbins

(Continued from Page 1A)

own stockholders, to their own personnel.

Because so many industry men got to the top through administration, production and finance, they think of advertising as alien and apart, rather than a vital force which must be integrated with business, he asserted.

■ "Today we can safely say America has licked its primary problem of production. Its big headache is consumption. In short, what counts is not purchasing power but purchases; not production but consumption."

Mr. Stebbins thinks it is heartening that in the past decade advertising and marketing men have been achieving top posts in management. "For, if an advertising man is not essentially a good business man, he isn't worth his sales-salt," he said.

"The simple but tragic truth is that advertising has been so busy talking about others it hasn't had time to talk about itself. It is the least understood and most undersold industry in America."

Observing he is not a "professional Pollyanna," Mr. Stebbins said advertising is a prophet of positive thinking. Even when the copy lead is negative, almost invariably advertising is optimistic: "It can be done." "Your floors can look better with Marvelweave rugs." "A girl can be prettier with Siren lipstick."

■ He credited advertising with being next to schools and the press, the greatest single educational force in America.

"In interior decoration, in personal grooming, in sanitation, in the art of entertaining, advertising through words, pictures and symbols shows us how, tells us what to buy and why," he said.

The stimulation of "healthy discontent" results in new businesses, prosperity for existing businesses and a whole economy kept alive and alert, he said.

"A good advertising man must be a romanticist on top and a realist at the bottom. He must have a sense of imagery harnessed to a sense of practicality. He must be a good city editor Burbanked with a cash register complex. He must be a humanist, a realist, a register ringer, all in one." #

Manchee Asks 0.1% of U. S. Ad Volume for Industry Push

(Continued from Page 1A)

ers in advertising.

Mr. Manchee, author of "The Huckster's Revenge," a new book defending the ad business, said that the advertising industry "needs friends" to help maintain its position in the American economy and to head off efforts by various governmental agencies to impose tax and other restrictions on advertising.

But certainly advertising isn't entirely without fault, said Mr. Manchee.

"The most serious, legitimate charge leveled against us," he said, "is the exaggerations of advertising and the boastfulness of its claims. We often take too much credit for what's really the success of a community effort." #

Wallin Joins Simoniz

David Wallin, formerly account research manager of J. Walter Thompson Co., Chicago, has joined Simoniz Co., Chicago, as new products manager, a new post.

FURNITURE MANUFACTURERS USED 10 PERCENT MORE ADVERTISING PAGES IN LIVING LAST YEAR THAN IN ANY OTHER MAGAZINE

Furniture manufacturers rate LIVING tops. And so do retailers. Last year they devoted 67% more of *their own* advertising to tie-ins with LIVING than with any other magazine in its field.

LIVING
FOR YOUNG HOMEMAKERS

The Time Of Purchase Magazine
Source: P.I.B. and ACB

575 Madison Avenue
New York 22, N. Y.

Anticipation is a fact of LIFE

People who anticipate seem to get the very best from each day. You know them. They strike you as quick and competent, abreast of everything. They are bright-eyed, informed.

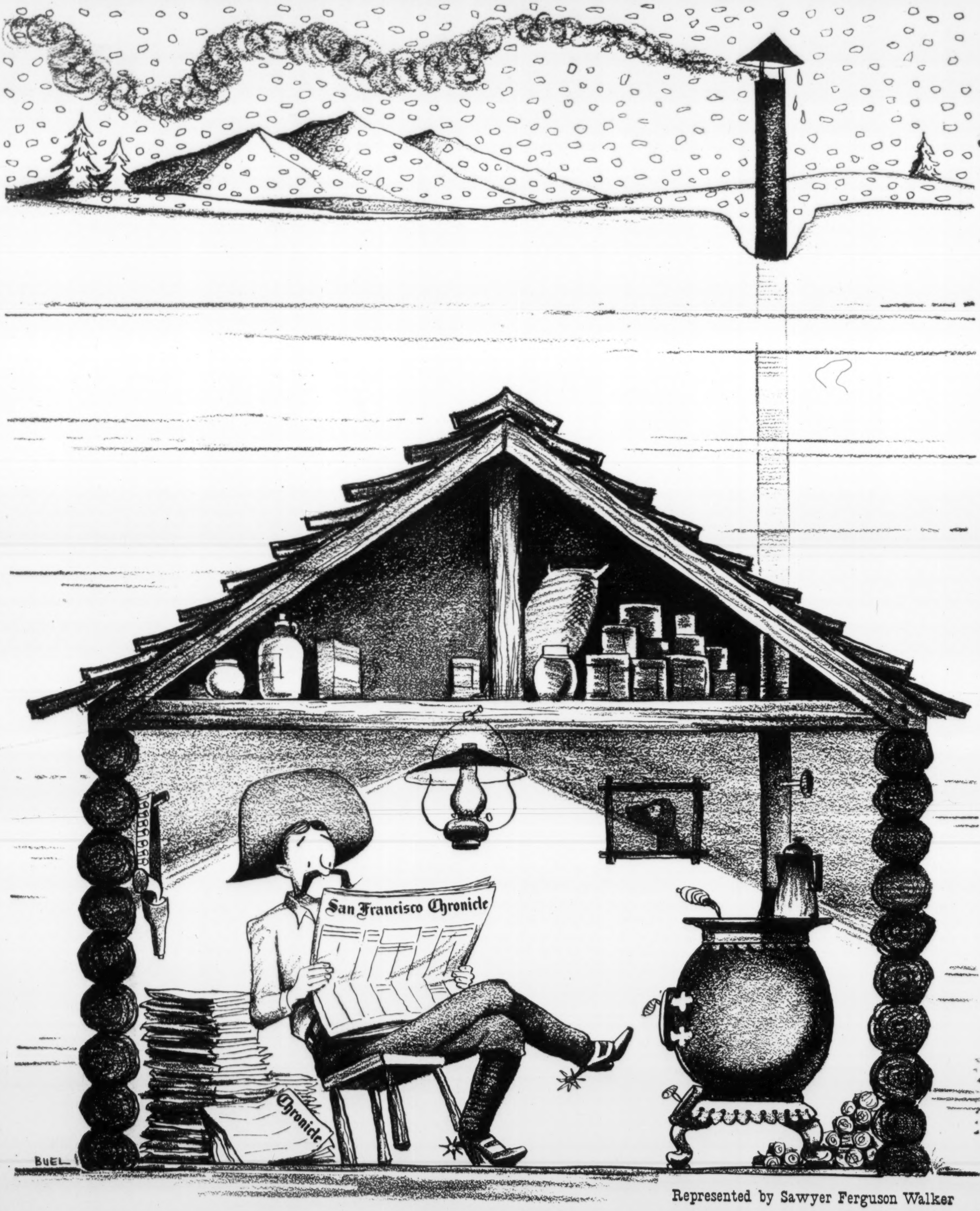
You don't catch these people looking over their shoulders, or wearing yesterday's hat.

It's not surprising that people who look forward to life also look forward to LIFE. LIFE has their spirit; their same regard for the contemporary. People who anticipate know LIFE's intuitive talent for keeping ahead of the game. For them LIFE is alert, swift, aware.

Anticipation is a fact of LIFE. One fact. The surest way to sum it up is to say that for more than 32 million eager readers, LIFE is everything that's *new* and *now* and in the *present*.

That's why your advertising will perform well in LIFE. Call your LIFE representative. He has all the facts of LIFE.

THE CHRONICLE MEANS THE WEST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